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ABSTRACT

Results of four surveys of international businesses in the Toledo, Columbus, Cincinnati, and Akron, Ohio, areas regarding the language skills of employees and usefulness of second language skills in their domestic and international trade activities are reported in detail. In the Toledo survey it was found that of the 48 respondents, 72% responded that foreign language skills were a definite asset, with the number of employees using them varying greatly. Almost all said the skills were valuable in the management or executive functions, and over half in secretarial or stenographic jobs. At 31% of the firms, bilingualism was a consideration in hiring an employee. Spanish, French, and German were the most desired, and most companies had an international market. In the Columbus survey of 89 companies it was found that foreign language skills are considered essential, primarily in executive and secretarial areas. Most companies were involved in a foreign market, and written translation skills were needed in some cases. The Akron survey of 97 companies and the Cincinnati survey of 753 companies revealed similar results. For each survey, specific information about each question and remarks by the respondents are included. (MSE)

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Ohio Business Surveys

Toledo
Spring 1980

Columbus
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Akron
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Cincinnati
1982

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SUMMARY

TOLEDO BUSINESS SURVEY RESULTS

On April 30, 1980, the Articulation and Curriculum Committee of the Ohio Modern Language Teachers Association mailed 84 questionnaires to international businesses and companies in the Toledo area in an effort to find out whether an employee's knowledge of a second language was beneficial to the company, business, or organization involved. The initial list was obtained from a brochure published by the Toledo Area International Trade Association in 1979. Each questionnaire contained an introductory letter to the company stating the purpose of the survey, the survey instrument itself, and a self-addressed stamped envelope. Within three weeks, 48 responses had been returned, that is, over 57% of the companies and businesses surveyed.

Of the 48 letters returned, 34 stated that knowledge of a foreign language was valuable for some or all of their personnel, one company said that it was "useful", and 12 responded negatively. Over 72% of the companies, therefore, reported that a second language was important and a definite asset. The number of personnel directly involved in using a foreign language varied--from one in some companies to an average of two or three for most companies and, in some cases, the entire company (unfortunately, the precise number of employees involved in the majority of these companies was not given).

The survey also asked which personnel would find it valuable to know a foreign language. The Management or Executive area ranked the highest--33 of the 35 companies (94%) of those answering the above question affirmatively indicated that Management needed to know a foreign language while 19 of these same companies (54%) stated that it would be useful for the Secretarial or Stenographic staff to have a foreign language. There were ten companies who said that, in addition to the Management and the Secretarial staff, foreign language was also needed in such areas as

Operations, Sales and Customer Service, Order Clerks, Document Clerks, Field Crews, Sales Managers--in short, anyone having overseas contacts. The questionnaire also asked specifically if someone had been hired for his or her bilingual ability. Of the 44 companies answering this particular question, only 14(31%) stated that knowledge of a second language was instrumental in hiring. Again these positions were usually in the Management or Secretarial areas--varying from bilingual secretaries (including receptionists and sales correspondents) to the managers and directors of the companies (President, Vice-President, Product Manager, Sales Manager, Import Manager).

The survey also asked respondents which languages their personnel would be likely to use and what their rank was in order of preference, by using a "1", "2", "3", etc. priority scale. Spanish ranked first as the language needed most often (receiving a 1.54 priority ranking), followed by French (2.24) and German (2.46) (both of these languages being used by at least 25 companies while Spanish was listed by 33 companies). Japanese(4.41), Italian (4.46), and Portuguese (4.86) were also used fairly often and, to a lesser degree, Chinese (5.16), Russian (5.4), Arabic, and then Greek, Korean, Polish, Czech and Rumanian. (Languages ranked by less than five companies were not computed by priority rankings.) The language skills used by the different personnel of each company indicate the need for a variety of specific skills. Most companies indicated that total command of the language (reading, writing, speaking, and understanding skills) was essential. Some companies emphasized oral communication or business and technical knowledge. Ability to do written translation was also mentioned occasionally. Only a few companies indicated that their needs were limited to survival or reading skills.

The last question of the survey asked whether or not the company or organization was currently involved in any foreign market trade. Forty-one companies responded to this question (others missed this question since it was unfortunately placed on the second side of the questionnaire). Of the companies answering this question, 35 said

that they were presently involved in a foreign market while six indicated that they were not.

The Toledo survey has convincingly demonstrated that knowledge of language is a definite asset to many companies, businesses, and organizations. While many different personnel need a foreign language, Management and the Secretarial staff are primarily concerned with such skills. A variety of languages are needed. Spanish is the language mentioned most often, with French and German also used extensively. The languages skills used by the personnel involved vary, but total command, and to a lesser extent oral communication and business or technical knowledge are viewed as most important. Thirty-five of the companies are currently involved in a foreign market (over 72% of those answering the survey), and these companies indicate that they do need knowledge of another language. The remarks attached by several of these companies are interesting and indicate that knowledge of a foreign language is becoming vital in today's world. For specific information about each question and listing by company, consult the attached survey results.

TOLEDO BUSINESS SURVEY RESULTS

1. Would your company (or organization) find it valuable for some or all of your personnel to know a foreign language? Please check one:

   Yes 34 No 12

   If yes, approximately how many individuals? (see specific company)

Companies responding affirmatively to the above question:

(3) Lopez International Steamship Agency, Inc.
(3) 301 Gardner Building, Toledo, Ohio 43604.
(All) Dana World Trade Corporation, P. O. Box 405, Toledo, Ohio 43692.
(3) National Super Service Company, 1946 North 13th Street, Toledo, Ohio 43624.
(2-3) Abbey Etna Machine, East Indiana Avenue, P. O. Box 188, Perrysburg, OH 43551.
(1) Trans-World Shipping, 505 Board of Trade Bldg., P.O. Box 1597, Toledo, OH 43603.
(2-3) Glass Machine Specialties, Inc., 5732 Woodville Road, Toledo, OH 43619.
(entire staff) Toledo Trust Company, 245 Summit Street, Toledo, OH 43603.
(not listed) Champion Spark Plug Company, 900 Upton Avenue, P.O. Box 910, Toledo, OH 43661.

Companies responding affirmatively to the above question: (continued)

(2-3) McCord Gasket Division, Ex-Cell-O-Corp., Sycamore and Potter Streets, Wauseon, Ohio 43567.

(1-2) Parrish Power Products, Inc., 6151 American Road, Toledo, OH.

(All, if possible) International Dynamics, P. O. Box 6179, Toledo, OH 43614.

(2) International Projects, Inc., 2658 Laskey Road, Toledo, OH 43614.

(1) Toledo Trucking Service Inc., P. O. Box 7701, Toledo, OH 43616.

(1) U.S. House of Representatives, 234 North Summit Street, Room 722, Toledo, Ohio 43604 (foreign language occasionally useful).

(1) Floating Floors, Inc., 6955 Wales Road, Rossford, Ohio 43460.

(2) B & F Medical Products, Inc., 1421 N. Expressway Drive, Toledo, Ohio 43608.

(1-2) Vroman Foods Inc., 4117 Fitch Road, Toledo, Ohio 43613.

(1) Roberts Steamship, 20800 Center Ridge Rd., Rocky River, OH 44116.

(3-4) L & E International, P.O. Box 7146, Toledo, OH 43615.

(1-2) Plaskon Products, Inc., 2829 Glendale, Toledo, OH 43614.

(10) Glasstech, Inc., WDIP, 995 Fourth Street, Perrysburg, OH 43551.

(2 or more) D & H Machinery Consultants Inc., Box 5096, Toledo, OH 43611.

(1 or 2) Kalmbach Feeds Inc., P.O. Box 38, Upper Sandusky, OH 43351.

--- Ohio Blenders, 2404 Summit Street, Toledo, OH 43611.

(4) Moram Agencies Inc., 2692 Serra Vesta Drive, Stow, OH 44224.

(2) Napoleon Spring Works, Inc., P.O. Box 160, Archbold, OH 43502.

(1) Markey Bronze Corporation, 1952 Van Buren Street, Delta, OH 43515.

(1) Gallagher International, 2356 Torrey Hill, Toledo, OH 43606.

(not listed) E. R. Samsey and Company, 2505 Albion Street, Toledo, OH 43610.

(not listed) Sheller-Globe International Corp., P.O. Box 962, Toledo, OH 43697.

(2-3) Toledo Edison Company, 300 Madison Avenue, Toledo, OH 43652.

(6-8) International Economist, D.J. International Trade, P.O. Box 1001, Columbus, Ohio 43216.

(4) Libbey-Owens-Ford Export, 811 Madison Avenue, Toledo, Ohio 43695.

(all) Metra Corporation, 2658 W. Lesbey, Toledo, Ohio 43613.

(1) Ohio Citizens Trust Company, 1 Levis Square, Toledo, OH 43603.

2. Which personnel would find it valuable to know a foreign language?

Management or Executive 33
Secretarial or Stenographic Staff 19
Other (please specify) (see individual company) 10

Lopez International Steamship Agency (Management, Secretarial and Operations)

Dana World Trade Corporation - Management, Secretarial and Sales and Customer Service.

National Super Service Company - Management/Executive.

Abbey Etna - Management, Secretarial and Sales/Engineering.

Trans-World Shipping - Management, Secretarial Staff.

Glass Machine Specialies - Management, Secretarial.

Champion Spark Plug Company - Management, Secretarial, Order Clerks.

McCord Gasket Division - Management, Secretarial.

Toledo Trust Company - Management, Secretarial.

Parrish Power Product - Management, Secretarial.

International Dynamics - Management.

International Projects Inc. - Management, Secretarial.

Toledo Trucking Service, Inc. - Management.

U.S. House of Representatives - any 1 staff member.

Floating Floors Inc. - Management.

B & F Medical Products Inc. - Plant Manager, International Sales Manager.

Vroman Foods - Secretarial staff.

Roberts Steamship - Management.

L & E International - Management, Secretarial.

Plaskon Products Inc. - Export/Import Manager, Documents Clerk.

Glasstech Inc. - field crews who live in foreign countries for 3-4 months. Problem is same men go to all places.

D & H Machinery Consultants - all of the above (management, secretarial) and anyone else.

Kalmbach Feeds Inc. - Management, Secretarial.

Ohio Blenders Inc. - Management.

Moram Agencies - Management.

Napoleon Spring Works, Inc. - Management.

Markey Bronze Corporation - Management.

Gallagher International - Management.

E. R. Samsey and Company - Management.

Sheller-Globe International Corporation - Management, Secretarial.

Toledo Edison Company - Management.

International Economist - Management, Secretarial, anyone having contact with overseas people.

Gendron Inc., Lugbill Road, Archbold, Ohio 43502 - Management.

Libbey - Owens - Ford - Management, Secretarial.

Metra Corporation - Management, Secretarial.

Ohio Citizens Trust Company - Management, Secretarial.

3. Do you have anyone on your staff (executive or secretarial) whose bilingual ability was instrumental in his/her being hired?

Yes 14 No 30

If yes, please specify position(s) see specific company

Companies responding affirmatively are:

Lopez International - Executive and Secretarial.

Dana World Trade - Bilingual Secretaries/Sales Specialists, Foreign Warehouse Managers.

Abbey Etna Machine Company - one Executive Secretary to President and two Engineers.

Trans - World Shipping - Vice-president.

Glass Machine Specialities - International Sales.

Champion Spark Plug Company - Product manager and secretary.

Toledo Trust Company - Steno.

International Projects Inc. - President.

L & E International - sales correspondent.

D & H Machinery Consultants - Import Manager.

Sheller-Globe International - Director of Sales, Latin America.

International Economists - myself (4 languages), analysts, receptionists etc.

Libby-Owens-Ford - Secretarial.

Metra Corporation - International correspondance.

4. Which language(s)--if any--would your personnel be likely to use? Please number in order of preference all that apply, with "1" being highest in priority.

Chinese 5.16 Japanese 4.41

French 2.24 Portuguese 4.86

German 2.46 Russian 5.4

Italian 4.46 Spanish 1.54

Other (please specify): Greek and Korean, Czech, Polish, Arabic, and Rumanian. No rating given for Arabic and all others listed only once on rating given.

Lopez International - Spanish, Greek and Korean.

Dana World Trade - Spanish (1); Portuguese (2); French (3); German (4): Japanese (5); Chinese(6); Italian (7); Arabic (other).

National Super Service Co. - Spanish (1); German (2); French (3).

Abbey Etna Machine Company - German (1); Spanish (2); Italian (3); French (4): Portuguese (5); Japanese (6).

Trans-World Shipping - Spanish (1); French (2); German (3); Italian (4): Japanese (5); Portuguese (6).

Glass Machine Specialities - Spanish (1); French (2); German (3); Japanese (4).

Champion Spark Plug Company - Spanish (1); French (2); German (3); Japanese (4); Italian (5); Portuguese (6).

McCord Gasket Division - Spanish (1); French (2); German (3); Italian (4); Portuguese (5); Japanese (6); Russian (7); Chinese (8).

Toledo Trust Company - French and Spanish (1); German (2); Italian (3).

Parrish Power Products Inc. - Spanish (1); Chinese (2); German (3); Japanese (4); Russian (5); French (6); Italian (7); Portuguese (8).

International Dynamics - Arabic (1); French (2); German (3).

International Projects Inc. - Spanish (1); French (2); Italian (3); German (4); Portuguese (5); Japanese (6).

Toledo Trucking Service Inc. - French (1); Spanish (2); German (3); Italian (4); Japanese (5); Brooklynese (nearly foreign).

U. S. House of Representatives - Spanish.

Floating Floors Inc. - Spanish.

B & F Medical Products Inc. - French.

Vroman Foods - Spanish.

Roberts Steamship - Portuguese (1); Spanish (2).

Arthur Andersen and Company - Spanish (1); French (2); German (3); Portuguese (4).

L & E International - Spanish (1); German (2); French (3); Arabic (4).

Plaskon Products Inc. - Spanish (1); French (2); German (3).

Glasstech, Inc. - German (1); Spanish (2); French (3); Italian (4); Japanese (6); Portuguese (7) and Polish, Czech, Rumanian.

D & H Machinery Consultants - Italian (1); Spanish (2); German (3); French (4); Japanese (5).

Kalmbach Feeds - Spanish (1); French (2); Japanese (3); German (4); Chinese (5).

Ohio Blenders - Spanish (1); German (2).

Moram Agencies - Russian (1); Japanese (2); Spanish (3).

Napoleon Spring Works, Inc. - French (1); German (2); Spanish (3); Japanese (4); Italian (5); Chinese (6); Portuguese (7); Russia (8).

Markey Bronze Corporation - Spanish.

Gallagher International - French (1); Spanish (2); German (3).

E. R. Samsey and Company - French, German.

Sheller-Globe International - Spanish.

Toledo Edison Company - German.

International Economist - German (1); Japanese (2); French (3); Chinese (4); Spanish (5); Portuguese (6).

Gendron, Inc. - Portuguese, Spanish.

Libbey-Owens-Ford - Spanish (1); French (2); Portuguese (3).

Metra Corporation - French (1); Arabic (2); German (3); Spanish (4); Japanese (5); Russian (6); Portuguese (7); Italian (8).

Ohio Citizens Trust Company - German (1); Spanish (2); Japanese (3).

*no language mentioned by less than five companies is given a rank.

5. What language skills (if any) would your personnel find most valuable:

Total command (reading, writing, speaking, understanding)	21
Oral communication	17
Business or Technical Emphasis	16
"Survival" only	6
Written Translation	11
Reading	1

Lopez International - Oral communication.

Dana World Trade Corporation - Total command-Bilingual Secretaries, customer service; Oral communication - Sales Executives; Survival only - clerical positions.

National Super Service Company - Business emphasis.

Abbey Etna - Total command, Business.

Trans-World Shipping - Oral communication, Business, Written translation.

Glass Machine Specialities - Total command (reading, speaking, understanding): Business; Written translation.

Champion Spark Plug Company - Total Command.

McCord Gasket Division - Written translation.

Toledo Trust Company - Oral communication, written translation.

Parrish Power Product Company - Business emphasis.

International Dynamics - Oral communication, Business emphasis, written translation.

International Projects Inc. - Total command.

Toledo Trucking Service Inc. - Oral communication (1); Total command (2); Written translation (3); Survival (4).

U.S. House of Representatives - oral communication.

Floating Floors Inc. - Total command, Survival, Written translation.

B & F Medical Products Inc. - Speaking.

Vroman Foods - written translation.

Roberts Steamship - reading.

Arthur Andersen and Company - total.

L & E International - total command, oral communication, business emphasis, written translation.

Plaskon Products Inc. - oral communication, written translation.

Glasstech Inc. - Total command (understanding 1, speaking 2, reading 3), oral communication, technical emphasis, survival only.

D & H Machinery Consultants - Total command; Business or Technical.

Kalmbach Feeds - Written translation (1); Oral communication (2); Business or Technical emphasis (3); Survival only (4).

Ohio Blenders - Total command (esp. speaking and understanding), oral communication.

Moram Agencies - oral communication.

Napoleon Spring Works - total command.

Markey Bronze Corporation - oral communication, business emphasis.

Gallagher International - Oral communication.

E. R. Samsey and Company - Total command, Business/Technical emphasis.

Sheller-Globe International - Business/Technical emphasis.

Toledo Edison Company - oral communication.

International Economist - Total command.

Gendron Inc. - Total command.

Libby-Owens-Ford - Oral communication, survival.

Metra Corporation - Total command, oral communication, Business/Technical emphasis.

Ohio Citizens Trust Company - Total command/business/technical emphasis.

6. Is your company/organization currently involved in a foreign market?

Yes 35 No 6

If yes, which language or languages are involved? (see specific company)

Currently involved in a foreign market:

Lopez International - Greek, Korean, Spanish.

Dana World International - Spanish, English, Tagalog, Arabic.

National Super Service Company - Spanish, French, German, Danish.

Duff Truck Line - Involved in foreign market - no foreign language involved.

Abbey Etna Machine Company - German, Spanish, Portuguese, French, Italian, Japanese.

Trans-World Shipping - almost all major languages.

Champion Spark Plug Company - virtually all languages.

McCord Gasket Division - Spanish, Arabic, French.

Toledo Trust Company - French and Spanish, German and Italian.

Parrish Power Products Inc. - Spanish, Farsi.

International Dynamics - Arabic, French, German, English.

International Projects Inc. - Spanish.

Floating Floors - Spanish.

B & F Medical Products Inc. - Spanish, German, French.

Roberts Steamship - Portuguese, Spanish.

Arthur Andersen and Company - Our overseas personnel are all given Berlitz language training before foreign assignment.

L & E International - Spanish, German, Japanese, French, Arabic.

Plaskon Products Inc. - Spanish, French, German.

Glasstech Inc. - We sell worldwide and have needed German, French, Spanish, Japanese, Polish, Czech, and Rumanian.

D & H Machinery Consultants - Italian, Spanish, French.

Kalmbach Feeds - Spanish.

Rock - Enis Insurance Agency - English.

Moram Agencies - Russian, Japanese, Spanish.

Napoleon Spring Works, Inc. - French, German, Spanish.

Cargill, Inc. - only English involved.

Gallagher International - French, Spanish.

E. R. Samsey and Company - French, German.

Sheller-Globe International - Spanish.

Toledo Edison Company - German.

International Economist - German, French, Japanese, Chinese, Spanish, Portuguese, Dutch.

Gendron Inc. - Spanish and German.

Ohio Citizens Trust Company - English 99% presently.

REMARKS

Abbey Etna Machine Company

Our primary communications are in English. However, use daily communication by telephone, telex and letters in at least four others (German, Spanish, French, Italian).

Finesco International: Finesco is a one-man operation. I am tri-lingual in English-French-German and speak Spanish - all of which is valuable to the firm. There is no need for additional language.

Brooks Insurance Agency, Inc.

Our insurance agency has little need, if any, for needing proficiency in another language.

Toledo Trucking Service, Inc.

We are not currently involved in foreign trade, but as the business world gets smaller, the need for bi and multi-lingual personnel is going to increase in every business. It will not be as necessary to a small trucking firm such as ours as it will be for import/export houses, custom brokerages, and the general offices of most large corporations.

Vroman Foods, Inc.

We mainly receive communications requesting information about our products. Currently, I send copies to our local International Bureau where they are translated for a fee.

D & H Machinery Consultants Inc.

In our company knowing a foreign language has become of utmost importance. We now are buying and selling a large amount of machinery out of the country. In fact one of our biggest accounts has been Dana Corporation's branch in Mexico.

Ohio Citizens Trust Company

I think to know a foreign language is helpful; but we find most of the business people from foreign countries do speak English.

SUMMARY
COLUMBUS BUSINESS SURVEY RESULTS

During the Fall and Winter of 1980-81, the Articulation and Curriculum Committee of the Ohio Modern Language Teachers Association conducted a survey of international businesses and companies in the Columbus area in an effort to find out whether knowledge of a second language was beneficial to the organization involved. There were two lists that were used in obtaining addresses of businesses which were involved in international trade. The initial list was compiled by the Columbus Regional Information Service of the Columbus Area Chamber of Commerce in August 1980 and the other by the Research Department of the Chamber of Commerce in June 1978. Each questionnaire contained an introductory letter to the company stating the purpose of the survey, the survey itself, and a self-addressed stamped envelope.

There were 228 letters mailed, and 89 letters were returned (that is, about 37% of the companies surveyed returned the questionnaire). While the return for this particular survey was lower than that done in Toledo, it is interesting to note that 48 (or 54%) of the letters returned stated that knowledge of a foreign language was valuable for some or all of its personnel while 41 companies responded negatively. The majority of companies stated that only one or two of its personnel needed to know a foreign language. However, there were a few companies that listed at least ten or more (Liqui-Box Company, R. G. Barry Corp., the Schuler Leukart Inc.) and one company forty (Toledo Scale). The latter said that they "presently have a Spanish teacher tutoring about 35 of our employees on a two day-a-week program." For exact reference to the companies and the number of employees involved in using a foreign language, please see the attached report.

The survey also wanted to know which personnel needed to know language. The Management or Executive area ranked first - 40 of the 48 companies answered

this question affirmatively while 22 companies indicated the Secretarial staff also needed foreign language skills. There were 13 companies which indicated a need for foreign language skills in such areas as sales or sales personnel (10 mentioned this area), foreman, research chemist, traffic, the technical staff, and export manager. While there was a need for foreign language in 48 companies, only nine specifically hired someone for his or her bilingual ability. Most of these positions were fairly well divided between management and the secretarial staff, but other areas were mentioned - export personnel, sales, and the engineering staff.

The survey also asked businesses which language(s) their personnel would be likely to use and to rank in order of preference all languages which applied, with "1" being highest in priority. Unfortunately, many companies did not do this, and it is interesting to note that regardless of the priority rankings, Spanish was mentioned by more companies than the other languages. Thirty-nine of the 48 companies used Spanish (31 of the 39 involved ranking it as #1 priority). Spanish ranked first (receiving a priority ranking of 1.3.) German and French both ranked second (1.8 each) although German was mentioned by 24 companies while French was used by 19. The other companies listed by their priority rankings were Japanese (2.7), Portuguese (3.0), Italian (3.1), and Chinese (4.5). It is difficult to give the other languages involved a specific priority ranking since they were mentioned by so few - Russian, Farsi, Korean, and Swedish. (Languages ranked by less than five were, therefore, given no priority rankings.) The language skills used by the different personnel of each company indicate the need for a variety of specific skills. A large number of companies indicated either a need for oral communication or business and technical skills. There was also, however, a strong indication that total command of the language was essential as well

as written translation. There was a minimal need for "survival" skills.

The last question of the survey asked whether or not the company or organization was currently involved in a foreign market trade. It is interesting to note that 59 companies responded affirmatively to this question while only 48 had responded positively to the need for foreign language. Some companies clearly state they do not need foreign language in dealing with companies abroad. Unico Alloys, Inc., for example, said that "most of our overseas business is done in English". The majority of companies who export, however, do use foreign languages in their trade.

The survey has convincingly demonstrated that knowledge of a foreign language is a definite asset to many companies and businesses in the Columbus area. While many different personnel need a foreign language, management and the secretarial staff are primarily involved in using these skills. A variety of languages are used but Spanish is the language mentioned most often, followed by German, and then French. The language skills used by the personnel involved vary, but oral communication and business or technical skills were viewed as most important. However, there was also a strong need for total command of the languages as well as qualified personnel who could handle written translation. Over 59 of the 81 companies responding to the questionnaire are currently involved in a foreign market (some of these companies clearly state that they use English in dealing with firms overseas). Yet the majority of the companies indicate that foreign language skills are essential. The remarks attached by these companies are interesting and varied.

For specific information about each question and listing by company, consult the attached survey results.

Submitted by: Judith A. Baughin
Chairperson
Articulation and Curriculum Committee
2/25/81

COLUMBUS SURVEY

I. Would your company (or organization) find it valuable for some or all of your personnel to know a foreign language? If yes, indicate how many individuals? Yes 48 No 41

Worthington Industries
Worthington Steel Div.
1205 Dearborn Drive
P.O.Box 29
Columbus, Ohio 43085
J. H. McConnell
(6-8)

Abex Corporation
1220 Dublin Road
Columbus, Ohio 43216
P. J. Powers, President
(no f.l. necessary)
international trade

Viking Engraving
1432 N. Grant
Columbus, Ohio 43201
Eugene King, Pres.
(1 or more)

Ebco Mfg. Co.
265 N. Hamilton
Columbus, Ohio 43213
L. P. Benua, President
(3)

Silent Watchman Corp.
2461 McGaw Road
Columbus, Ohio 43207
Paul L. Oppenheimer, Pres.
(1)

Capital City Products Co.
P.O.Box 569
Columbus, Ohio 43201
Ms. Mathias
(1) - New Jersey plant

Ranco Inc.
701 W. 5th Avenue
P.O.Box 8369
Columbus, Ohio 43201
(no # listed)

Markee Corporation
401 Dublin
Columbus, Ohio 43215
Steve Marcus, Mgr.
(3)

Eastern Moulding Co.
2370 Brentwood Road
Bexley, Ohio 43209
H. Gruesen, Owner
(no # listed)

Lang Stone Co., Inc.
178 W. Sycamore St.
Columbus, Ohio 43215
A. H. Lang, Pres.
(1 or 2)

R. G. Barry Corp
P.O.Box 16547
Columbus, Ohio 43216
Jill McCullough, Marketing Rep.
(3 or 4)

Albany International Chemical Div.
4692 Kenny Road
Columbus, Ohio 43220
Dr. Kenneth W. Greenlee
(2)

SCOA Industries Inc.
155 E. Broad St.
Columbus, Ohio 43215
Charles T. Hearn
(6)

Randall C. Leiby, Pres.
Allied Eastern Corp.
1611 Integrity Drive E
Columbus, Ohio 43209

Union Fork and Hoe Company
500 Dublin Avenue
Columbus, Ohio43216
D. C. Gilliland
(2 to 10)

Floyd Bell Assoc. Inc.
P.O.Box 12327
Columbus, Ohio 43212
Don Sturgill, Sales
(1)

Buckeye International
Worthington Industries
100 E. Broad St.
Columbus, Ohio 43215
John McConnell, Chairman
(3-4)

Columbus Jack Corporation
1000 S. Front St.
Columbus, Ohio 43206
Myer W. Mellman, Pres.
(1)

Medi k-Barrows Co.
855 W. Fifth Avenue
Columbus, Ohio 43212
Howard M. Willson, Pres.
(2)

G. Frederick Smith
Chemical Company
867 McKinley Avenue
Columbus, Ohio 43222
D. A. Hutchinson, Pres.
(2)

Gelzer Systems Co., Inc.
4660 Kenny
Section 1A
Columbus, Ohio43220
Helen B. Gelzer
(2)

Columbus Dental Mfg. Co.
634 Wager St.
Columbus, Ohio 43206
James H. Murray, Pres.
(4)

Toledo Scale
350 W. Wilson Br. Rd.
Worthington, Ohio 43085
John McLaughlin
(40)

NuLook Fashions
5080 Sinclair Road
Columbus, Ohio43229
Yolanda Lessig
(no # listed)

White-Haines Optical Co.
82 N. High St.
Columbus, Ohio 43215
Lee Nennamader
(2-5)

Worthington Foods
900 Proprietors Road
Worthington, Ohio 43085
A. R. Buller
(2 or 3)

Ironsides Co.
Box 1999
Columbus, Ohio 43216
G. J. McElron, Pres.
(2)

Southard Company
555 E. Long St.
Columbus, Ohio 43215
Robert C. Southard, Pres.
(no # given)

Robinson-Houchin Inc.
1266 Dublin Road
Columbus, Ohio 43215
Thelma Wildermuth
(3)

Liqui-Box Corp.
6950 Worthington-Galena Road
Worthington, Ohio 43085
D. A. Seeger
(10)

Columbus Instruments International
950 N. Hague Avenue
Columbus, Ohio43204
J. Czekajewski, Pres.
(5)

Adria Lab, Inc.
P.O.Box 16529
Columbus, Ohio 43216
Thomas L. Hudgin
(no # given)

National Electric Coil Dev.
McGraw-Edison Co.
941 Chatham Lane
Columbus, Ohio 43221
William Kaikis
(several in International Sales)

D. L. Auld Co.
1209 N. Fifth Avenue
P.O.Box 8459
Columbus, Ohio 43201
David Auld
(2 or 3)

Schuler Leukart Inc.
2222 S. Third St.
Columbus, Ohio 43207
W. J. Leukart III
(10)

Kingswood Mfg. Co.
1410 E. 17th
Columbus, Ohio 43211
Joe Mullin
(2)

IPM Corporation
6400 E. Broad St. #200
Columbus, Ohio 43213
T. W. Pietrocini
(4-6)

Sandvik Inc.
3675 Interchange Road
Columbus, Ohio 43204
Tom Zerbe
(2)

Fiberglass of Columbus
2176 Cleveland Avenue
Columbus, Ohio 43211
Richard D. Lee
(1)

International Harvester Co.
2021 E. Dublin-Granville Rd.
Columbus, Ohio 43229
W. B. Crawford
(2)

German Village Society
624 S. Third St.
Columbus, Ohio 43206
Debra Klamfoth, Ex. Director
(1 plus volunteer tour guides)

Bonded Scale & Machine Co.
P.O.Box 27069
Columbus, Ohio 43227
Mildred Roth, V.P.
(2 or 3)

R. G. Barry Corp.
P.O.Box 129
Columbus, Ohio 43216
Darrell Montonaro
(20-30)

Varian/Specialty Metals Div.
3515 Grove City Road
Grove City, Ohio 43123
Raymond Kidner
(3)

Columbus Forge & Iron Co.
544 West First Avenue
Columbus, Ohio 43215
David E. Tilton, Pres.
(no # given)

Contronic Inc.
835 Busch Ct.
Columbus, Ohio 43229
Clifford C. Rose, Pres.
(1 or 2)

Dencoa International
306 E. Gay St.
Columbus, Ohio
P. Eimor, Pres.
(3)

Hance Corporation
235 E. Broadway
Westerville, Ohio 43081
Frank Hance
(2)

2. Which personnel would find it valuable to know a foreign language?

Management or Executive	40
Secretarial or Stenographic Staff	22
Other (please specify)	13

Worthington Industries
Management/Executive 3-4
Secretarial 3-4

Viking Engraving
Management/executive

Ebco Mfg. Co.
Mgmt./ex

Silent Watchman
Secretarial

Capital City Products
Secretarial

Ranco Inc.
International Div.

Markee Corp.
Mgmt., Secretarial and sales

Eastern Moulding Co.
Mgmt., secretarial

Lang Stone Co.
Mgmt., Foreman

R. G. Barry Corp.
Mgmt.

Albany International
Sales, research chemist

Allied Eastern Corp.
Mgmt.

Union Fork and Hoe Co.
Mgmt., secretarial, traffic

Columbus Dental Mfg.
Mgmt., secretarial, sales

Toledo Scale
Mgmt., secretarial

Floyd Bell Assoc.
Export Sales

NuLook Fashions
Mgmt., 2
Sales personnel

Worthington Industries
Mgmt., 2
Secretarial 2

White-Haines Optical Co.
Mgmt.

Columbus Jack Corp.
Mgmt.

Worthington Foods
Mgmt., 1
Secretarial 1
Sales 1

Medick-Barrows Co.
Mgmt.

Ironsides Co.
Mgmt., secretarial

G. Frederick Smith Chemical
Mgmt., 1; secretarial, 1

Southard Co.
Mgmt., secretarial

Gelzer Systems Co.
Mgmt., 1; secretarial, 1

Robinson-Houchin, Inc.
Mgmt., secretarial

Liqui-Box Corp.
Mgmt.

Columbus Instruments
Mgmt., secretarial, engineers

Adria Lab
Mgmt., secretarial

National Elec. Coil
Mgmt., secretarial

D. L. Auld Co.
Mgmt.

Schuler Leukart Inc.
Mgmt., secretarial, technical staff

Kingswood Mfg.
Sales

IPM Corporation
Mgmt, Engineering

Sandvik Inc.
Mgmt, secretarial

Fiberglass of Columbus
Mgmt., executive

International Harvester Co.
Mgmt., executive

German Village Society
Mgmt.

Bonded Scale and Machine
Mgmt. 1; secretarial, 1; sales, 1

R. G. Barry Corp.
Mgmt., secretarial

Varian/Specialty Metals
Mgmt.

Columbus Forge & Iron
Mgmt.

Contronic Inc.
Mgmt.

Dencoa International
Mgmt., export mgr., sales

Hance Corp.
Mgmt., executive

3. Do you have anyone on your staff (executive or secretarial) whose bilingual ability was instrumental in his/her being hired?
Yes 9 No 80 If yes, specify position(s)

Worthington Industries (Secretarial and Mgmt)

Ranco Inc. (International Div. Employees)

Allied Eastern Corp. (export personnel)

Columbus Dental Mfg. (Sales)

Toledo Scale (Numerous)

Columbus Instruments (president)

National Elec. Coil (International managers and secretaries)

R. G. Barry Corp. (several positions in our Texas/Mexico Operations)

Schuler Leukart Inc. (Secretarial, sales, engineering)

4. Which language(s)--if any--would your personnel be likely to use? Please number in order of preference all that apply, with "1" being highest in priority.

Chinese	4.5	Japanese	2.7
French	1.8	Portuguese	3.0
German	1.8	Russian	(only mentioned twice)
Italian	3.1	Spanish	1.3
Other (please specify):		Korean	mentioned once
Farsi (mentioned once)		Swedish	mentioned twice

*Many companies did not list language(s) by priority (see below)

Worthington Industries: Chinese 7; French 1; German 3; Italian 8; Japanese 4; Portuguese 6; Russian 5; Spanish 2

(1) (2)
Viking Engraving: German; Spanish

(1) (2)
Ebco Mfg. Co.: French; Spanish

Silent Watchman: French; German; Spanish (all equal)

Capital City Products: Portuguese, Spanish (all equal)

Ranco Inc.: French; Spanish (equal)

(1) (2)
Markee Corp: Spanish; Japanese

Eastern Moulding: French; German; Spanish (all equal)

Lang Stone Co.: German; Spanish (equal)

R. G. Barry Corp.: Italian; Spanish (equal)

Albany International: German 1: French 2; Italian 3; Spanish 4; Portuguese 5; Japanese 6; Chinese 7

SCOA Industries: Italian 1; Spanish 2; Chinese 3

Allied Eastern Corp: Spanish and Chinese(equal)

(1) (2)
Union Fork and Hoe Co: Spanish; German

Floyd Bell Assoc.: Italian 1; German 2; Spanish 3

NuLook Fashions: Spanish; Korean

Worthington Industries: French; German; Spanish

White-Haines Optical Col: Spanish (Sign language would be valuable in most areas)

Columbus Jack Corp: French; Spanish

Worthington Foods: Spanish 1; German 2; Swedish 3

Medick Barrows Co.: Japanese

Ironsides Co.: Spanish 1; German 2

G. Frederick South Chemical Co.: Spanish 1; Portuguese 2; French 3

Southard Co.: Spanish 1; Portuguese 2; German 3; Japanese 4;
Chinese 5; French 6; Italian 7

Gezler Systems Co.: Japanese, Spanish (equal)

Robinson-Houchin, Inc.: Spanish

Columbus Dental Mfg.: German 1; Spanish 2; French 3

Liqui-Box Corp: Spanish 1; French 2; Japanese 3; Portuguese 4

Toledo Scale: Spanish 1; German 2

Columbus Instruments: German; Russian; Spanish (equal)

Adria Labs: Italian 1; Spanish 2; German 3; Japanese 4

German Village Society: German

National Elec. Coil: Spanish 1; French 2; German 3

Bonded Scale and Machine Co.: Spanish 1; Portuguese 2; French 3

D. L. Auld Co.: Japanese

R. B. Barry Corp: Spanish

Schuler Leukart Inc.: German
Varian/Specialty Metals Div.: Japanese 1; German 2

Kingswood Mfg.: French; Spanish (equal)

Columbus Forge & Iron: French; German; Italian (equal)

IPM Corporation: French 1; German 2; Japanese 3

Contronics Inc.: Spanish

Sandvik Inc.: Swedish

Dencoa Int.: Spanish 1; French 2; German 3; Japanese 4; Italian 5

Fiberglass of Columbus: Spanish 1; Portuguese 2; Japanese 3; Chinese 4

Hance Corp: Spanish 1; French 2

International Harvester Co.: depending

NOTE: Regardless of the priority rankings, Spanish was mentioned by many more companies than the other languages.

5. What language skills (if any) would your personnel find most valuable?

Total command (reading, writing, speaking, understanding)	15
Oral communication	26
Business or Technical Emphasis	24
"Survival" only	7
Written Translation	18

Other: Speaking - 2; Understanding - 2

Worthington Industries: oral communication; written translation

Abex Corp - oral communication

Viking Engraving: oral comm., business or technical emphasis

Ebco Mfg. Co.; total command

Silent Watchman: survival, written translation

Capital City Products: total command

Ranco Inc.: oral comm., business, survival, written translation

Markee Corp: total command, business or technical

Eastern Moulding: total command

Lang Stone Co.: oral communication

R. G. Barry Corp: total command

Albany International: oral communication; business

SCOA Industries; total command

Allied Eastern Corp: total command

Union Fork and Hoe Co.: written translation (1); oral communication (2)

Floyd Bell Assoc: business or technical emphasis

NuLook Fashions: speaking, understanding

Worthington Industries: oral communication, business; written translation

White-Haines Optical Co.: oral communication

Columbus Jack Corp: oral communication

Worthington Foods: total command (1); oral communication (1); written translation (1)

Ironsides Co.: total command; oral communication; business emphasis

G. Frederick Smith Chemical Co.: total command

Southard Co.: business and written translation

Gelzer Systems Co.: oral communication, business, written translation

Robinson-Houchin - oral communication, business, written translation

Columbus Dental Mfg. - total command

Liqui-Box Corp: total command

Toledo Scale - oral communication, business or technical

Columbus Instruments - Business or technical, survival

Adria Labs - business, written translation

German Village Society - oral communication, written translation

National Elec. Coil: oral communication, written translation

Bonded Scale and Machine Co.: total command, business or technical; written trans.

D. L. Auld Co.; speaking, understanding, business

(1) (2) (3)
R. G. Barry Corp: oral communication; business; survival

Schuler Leukart Inc. - oral communication; business

(1) (2) (3)
Varian/Specialty Metals - Total command; written translation; oral communication; business; survival
(4) (5)

Kingswood Mfg: oral communication; business

Columbus Forge & Iron: oral communication

IPM Corporation: survival

(1) (2) (3) (4)
Contronics Inc.: total command; business; oral communications; written translation

Sandvik Inc.: business; written translation

Dencoa Int.: oral communication

Fiberglass of Columbus: oral communication, business or technical

Hance Corp: business or technical; survival; written translation

International Harvester Co.: oral communication, business or technical emphasis

Media House Corp.: business, written translation

6. Is your company/organization currently involved in a foreign market?
   Yes 59 No 26
   If yes, which language or languages are involved?

Worthington Industries: French and Spanish
Abex Corporation: England, France, Germany,Italy, Switzerland, Sweden, Denmark, Japan, India, Mexico, Brazil
Ebco Mfg: all languages
Silent Watchman: French, German, Spanish
Capital City Products: many languages
Ranco Inc. yes
Markee: Spanish, Japanese
R. G. Barry: Spanish and Italian
Albany International: (see question 4)
SCOA Industries: Italian, Spanish, Chinese
Allied Eastern Corp: English, Spanish, Chinese
Union Fork and Hoe: Spanish
Floyd Bell Assoc: German; Italian; Indian
NuLook Fashions: Taiwanese; Chinese, Korean
Worthington Industries: French and Spanish
Columbus Jack Corp: all
Worthington Foods: Spanish, Swedish, German
Ironsides Co.: Spanish
G. Frederick Smith Chemical Co.: Spanish and Portuguese
Southard Co.: Spanish
Robinson-Houchin, Inc: Spanish
Columbus Dental Mfg.: German; Spanish; French
Liqui-Box Corp: South America, Japan
Toledo Scale: Spanish; German
Columbus Instruments: yes
Adria Lab: Italian; Spanish; German; Japanese; French
National Elec. Coil: Spanish; French; German
Bonded Scale and Machine Co: Spanish
D. L. Auld: Japanese
R. G. Barry Corp: several
Shculer Leukart: German
Varian/Specialty Metals: frequent translations with Japanese and Swiss or German, currently conducted in English
Kingswood Mfg: Spanish, French
IPM: Japanese
Contronics: Spanish
Dencoa: 61 countries all languages
Hance Corp: Spanish and French
International Harvester: yes
Sensotec Inc. - we market to 12 different countries (Electronic Instrument)
Pac America Corp., (no language needed)
Landmark, Inc. (no language indicated)
Mid-American Textile - French (no positive responses to other questions in the survey)
Columbus Sucker Rods Co. - we purchase lumber from Malaysia but all communications are in English
Industrial Ceramic Co. - French, German (no positive responses to other questions in the survey)

6. (cont'd.)

Grid Publishing Co. - worldwide (no positive reponses to other questions in the survey)
Big Drum Inc. - German, French, Spanish (NOTE - While question #1 was answered "no", John R. Orrell, V.P., said "we currently operate internationally and have some knowledge of languages."
Perma-Stone Co. - Japanese
Columbus Products Co. - English (Australia, New Zealand, Philippines) - Arabic (knowledge not necessary)
Buckeye Bolt & Nut Co. - Japan (no other questions answered positively)
Murfin Co. - yes, but not heavily
NCR Corp. - multinational (no other questions answered affirmatively)
Unico Alloys, Inc. - Most of our overseas business is done in English - knowledge of foreign languages is not necessary for our people in the U.S.
Media House Corp - English is generally used.

COMMENTS

REMARKS

Capital City Products: Business (import/export) is handled through English-speaking brokers. Because of the number of Portuguese/Spanish employees in our New Jersey plant, it would be advantageous to have a person in the Employee Relations department to assist in communications with employees. No need exists in our Ohio plant.

Albany International: Our actual need is small at this time. Could grow.

SCOA Industries: Foreign refers only to our import subsidiary.

Floyd Bell Associates: All of our overseas representatives have a good command of the English language.

Worthington Foods: I would characterize our need and interest as mild rather than strong because we have managed satisfactorily so far.

Toledo Scale: We presently have a Spanish teacher tutoring about 35 of our employees on a two days-a-week program.

D. L. Auld: We really haven't found it necessary to learn the language; however, it would be beneficial to understand the language because it would improve our relationship with Japanese partners.

Varian/Specialty Metals: Language capability would be a convenience, but is not viewed as a necessity for conducting business.

Kingswood Mfg: Product: Jewelry Cleaner

Columbus Forge & Iron: We have foreign visitors and our personnel communicate.

Fiberglass of Columbus: Would like to start trading in the foreign market, Mexico, Central America, and parts of South America. I am Mexican and Jewish and have cultural background on the Mexican side. I do speak Spanish, but it is a colloquial form.

International Harvester: We are international (brochure sent).

Union Company (Halle's): Beverly Sewell - Administrative Assistant - "I hated having to answer "no" to these questions. I did graduate work in Romance linguistics, and I am very interested in promoting the acquisition of foreign languages by Americans. However, I cannot honestly say that skill in a foreign language is useful in retailing - at least, not in this part of the country. I taught Spanish at Cornell and my husband now teaches Chinese at OSU, so I wish you luck in attracting business interests to your language programs.

Philips Roxane Laboratories - The parent company of our parent company is German (West) but they all read, write and speak English - maybe better than we do sometimes.

Scientific Advances - My company does no business outside US and Canada. Therefore, a foreign language is of little business value. However, I am taking Conversational Spanish at OSU. I vacation in Mexico.

Perma Stone Co. - we deal through a broker!

Media House Corp. - Being a small electronics manufacturer, we usually sell through representatives who work with the local buyers. We seldom come in direct contact with our foreign customers. Shipping paperwork is done by an exporting paperwork house, so we need no language skills here. Sometimes we get a letter in a foreign language, but a translator (who is a professor at a local university) gives us a written translation for about $10.00.

SUMMARY
AKRON BUSINESS SURVEY RESULTS

During the Spring of 1981, the Articulation and Curriculum Committee of the Ohio Modern Language Teachers Association conducted a survey of businesses and companies in the Akron area in an effort to determine whether knowledge of a second language was beneficial to the organization. The initial list was compiled from the membership directory of the 1980 Akron Regional Development Board. The membership roster lists each member firm alphabetically and indicates the business classification, approximate number of employees, address and phone number. All businesses having a national or an international market were selected for the survey. Each questionnaire contained (1) an introductory letter to the company stating the purpose of the survey, (2) the survey itself, and (3) a self-addressed stamped envelope.

Of the 290 businesses contacted, 97 replied (that is, 33% of the companies surveyed returned the questionnaire). While the number of responses to the Akron survey were somewhat lower than those done in Columbus and Toledo areas, the results are nevertheless interesting. Of the 97 letters returned, 40 (or 42%) indicated that knowledge of a foreign language was valuable for some or all of its personnel. While some companies did not indicate the number of its personnel who needed to know a second language, the majority of companies listed at least two. There were a few companies who indicated 10 or more employees: the Babcock & Wilcox Co., the Cathedral of Tomorrow, the Chemstress Consultant Co., Schrader Bellows, the Terex Corporation and the Tiger Corporation. One company, the General Tire and Rubber Company, stated that 50 of its employees needed foreign language skills. For exact reference to the companies and the number of employees involved, please see the attached report.

The survey asked specifically which personnel needed to know a second language. The Management or Executive area ranked first, 33 companies indicated this, while 20 companies also indicated a need for the secretarial staff to have foreign language

skills. In addition, there were 9 companies who listed other areas such as salesmen, project managers, engineers, translators, or shop, technical and laboratory personnel. Of the 39 companies who stated that foreign language was necessary, twelve specifically hired someone for his or her bilingual ability. These positions varied extensively and included such areas as Salesmen, Translators, International Finance Positions, Documentation Clerk, Engineers, Secretaries, Executive and Parts Representative. In several instances, the specific bilingual position was not given.

The survey also asked which languages are most valuable and asked the companies to rank in order of preference all languages which apply, with "1" being highest in priority. While all companies, unfortunately, did not indicate which language was the most useful, Spanish was mentioned by more companies than the other languages (31 companies indicating a need for Spanish, receiving, therefore, a 1.3 priority ranking) with French a close second (28 companies mentioned French, giving it a 2.07 ranking). German was mentioned by 23 companies and, in fact, received a "2.0" priority ranking - higher than French. The other companies listed by their priority rankings are Japanese (2.8), Italian (2.9), Portuguese (3.4), Chinese (4.1), Russian (6.0), and Arabic (given no priority ranking since it was mentioned by only one company). The language skills used by the different personnel of each company vary. Most companies indicate a need for oral communication or business and technical skills. There was also a strong indication that written translation was necessary, but the companies seemed to be in disagreement over whether or not total command of the language was essential (many companies preferring to emphasize only <u>one</u> or <u>two</u> of the four major skills involved in total command). There seemed to be almost no need for "survival" skills.

The last question asked whether or not the company or firm was involved in a foreign market, and if so, which language or languages were involved. While

37 companies answered this question affirmatively, 8 companies indicated that their trade was conducted mostly in English. As the B. F. Goodrich Company stated, "we use mostly foreign nationals in those countries." The majority of companies who export do use foreign language in their trade.

The above survey has demonstrated that there are many companies, businesses, and firms in and around Akron who use second language skills. While the needs of a specific company may vary, the Management and Secretarial staff are primarily involved in using these skills. A variety of languages are used but Spanish is mentioned most often, then French and German. Other languages, however, are also important - Japanese, Italian, Portuguese and, to a lesser extent, Russian. The language skills used by the firms vary, but oral communication and business or technical skills are in more frequent demand. Only 37 of the 97 companies responding to the questionnaire indicated that they are currently involved in a foreign market. Of these 37 companies, 8 clearly state that English is used in trade and/or correspondence.

For remarks by the different companies and specific information about each question, consult the attached survey.

Submitted by: Judith A. Baughin
Chairperson
Articulation and Curriculum
Committee
6/19/81

AKRON BUSINESS SURVEY

I. Would your company (organization) find it valuable for some or all of your personnel to know a foreign language? Please check one:

Yes 40 No 58

If yes, approximately how many individuals? (see listing)

1. Accounting & Tax Assoc., Inc.
3077 E. Graham Road
Stow, Ohio 45224
Ed Hodge, President
(1) Acct. firm

2. Akron-Canton International Forwarding
Akron-Canton Airport
North Canton, Ohio 44720
Larry Chipner, Consultant
(3) Export Import Shipping- Ocean & Air

3. Akron Tire Supply Company
P.O.Box 3578
Akron, Ohio 44313
Richard Davis, Sec./Treas.
(3-4) Recapping & Vulcanizing
Equipment and Supplies

4. American Metallizing Company
90 Elinor Avenue
Akron, Ohio 44305
Andrew Smith, Foreman
Service Sandblasting Metallizing
Plasma Arc

5. Fred Arbogast Company
313 W. North Street
Akron, Ohio 44303
R. J. Kotis, President
Fishing lures

6. Babcock & Wilcox Company
20 S. Van Buren Avenue
Barberton, Ohio 44203
(2) Design steam generating equipment

7. Bearfoot Corporation
First & Water Streets
Wadsworth, Ohio 44281
T. D. Calvin, President
(2) Mechanical Goods Rubber Soliny

8. Cathedral of Tomorrow
2700 State Road
Cuyahoga Falls, Ohio 44223
Rex Humbard, Pastor
(10) Non-Denominational Church

9. Chemstress Consultant Company
1st National Tower
Akron, Ohio 44308
Robert A. Handelman, President
(10) Industrial Engineers

10. City Machine and Wheel Company
1676 Commerce Drive
Stow, Ohio 44224
Jim McCready, President
(3) Industrial Wheels

11. Command Plastic Corporation
1145 Highbrook Street
Akron, Ohio 44301
(1 or 2) Manufacture vinyl products

12. Cotter Moving and Storage
265 W. Bowery Street
Akron, Ohio 44308
W. C. Bord, Treas.
(2) Moving storage/packing

13. Crystaloid Electronics
4976 Hudson Drive
Stow, Ohio, 44224
I. T. White, V.P.
(2) Electronic Manufacturer

14. Curtis Rasmussen, Inc.
122 Broad Blvd.
Cuyahoga FAlls, Ohio 44221
(1-2) Architects & planners

15. Eastern Airlines
Cleveland Hopkins Airport
Cleveland, Ohio 44135
C. T. Carey, Manager-Sales & Services
(3) Airlines

16. Emery Air Freight Corporation
Akron-Canton Regional Airport
N. Canton, Ohio 44720
Thomas J. Murphy, Mgr. (one in 16 local office)
Air Freight Service

17. Firestone International Company
1200 Firestone Parkway
Akron, Ohio 44317
E. E. Eusepi, Transfer & Travel Coordinator
Manufacture & Distributer of rubber products

18. First National Bank of Akron
106 S. Main Street
Akron, Ohio 44308
John Scherba, V.P.
Full Service Commerical Bank
(1-2 but only a few times a year)

19. General Tire & Rubber Co.
1 General Street
Box 951
Akron, Ohio 44329
James W. DeLong, Dir. Int. Pers.
(50) Tire manfacturer

20. B. F. Goodrich Company
500 S. Main Street
Akron, Ohio 44318
A. J. Ashe, (limited no.-see comment)
Manufacture tires/related products

21. G.M.A.
1133 W. Portage Trail Ext.
Akron, Ohio 44313
E. E. McMannis, Pres.
Development Company

22. Hale & Kullgren, Inc.
613 Tallmadge Avenue
Akron, Ohio 44309
Lester W. Smith, V.P.
(4) Consulting engineers

23. Hilton Inn West
3180 W. Market Street
Akron, Ohio 44313
Michael Birchenall, Exec. Asst. Mgr.
(1-2) Motel

24. Jonethis Organization
Centran Bldg., Main Street
Akron, Ohio 44308
(1) Marketing Sales Firm

25. Karder Machine Company
1007 Bank Street
Akron, Ohio 44305
Mike Karder, Pres.
(5) Rubber and Plastic Tools

26. M. A. Knight Company
P. O. Box 109
Akron, Ohio 44309
Carol Cooper, Secretary
(2-3) Manufacture Clay Products

27. Meeker-Mayer
1655 W. Market Street
Akron, Ohio 44313
David A. Meeker, Pres.
(2) PR/Advertising/Marketing/ Communications

28. Meyers Industries
1293 S. Main Street
Akron, Ohio 44309
Karen J. Verney, Personnel Specialist
(2) Distributes retreads, equipment

29. NRM Corporation
P. O. Box 6338
Akron, Ohio 44312
R. E. Miller
(2-3) Manufacture heavy machinery for rubber & plastic industries

30. Oldham, Oldham, Hudak & Weber
Suite 627 First National Tower
Akron, Ohio 44308
Vern L. Oldham, Patent Attorneys
(1 or 2) Attorney specializing in Patents, etc.

31. PR Associates
1730 Akron-Peninsula Road
Akron, Ohio 44313
Paul L. Schmitz, Pres.
(1-2) Advertising

32. William C. Sandwick & Assoc., Inc.
90 N. Miller Road
Akron, Ohio 44313
International marketing in cheese & food
(some knowledge for all)

33. Schrader Automotive Products
705 Johnston Street
Akron, Ohio 44306
Ed Russell, Sales Mgr.
(4-6) Specializes in valves

34. Schrader Bellows
200 W. Exchange Street
Akron, Ohio 44309
A. Francesconi
(8) Industrial Eqpt. & Supplier Fluid

35. Set Products, Inc.
8501 Freeway Drive
Macedonia, Ohio 44056
H. J. Horwitz, Pres.
Manufacture cement products

36. Smithers Scientific Services
425 W. Market Street
Akron, Ohio 44303
Herman K. Hochschwender, Pres.
Rubber/Plastic.Pet.Chemical Testing &
Consulting (no line)

37. Terex Corporation
Hudson, Ohio 44236
Edward M. Meeks, Mgr., Personnel
Dev. & Services
(10-30) Earth moving equipment/
Manufacture highway equipment

38. Tiger Corporation
480 Grant Street
Akron, Ohio 44311
Rey Nemer, Pres.
(30-50% of all personnel)
Real Estate Coal Sponges

39. Union Process, Inc.
1925 Akron-Peninsula Road
Akron, Ohio 44313
Arno Szegvari, Pres.
Manufacture of Mixing, Grinding
Dispersing Unit

40. U. S. Gasket & Shim Corporation
3730 Wyoga Lake Road
Cuyahoga Falls, Ohio 45224
G. C. Fretz, Exec. V.P.
(1) Light Metal Stamping

II. Which personnel would find it valuable to know a foreign language?

Management or Executive	33
Secretarial or Stenographic Staff	20
Other (please specify) (see specific companies)	9

1. Accounting & Tax Assoc., Inc.
   Management

2. Akron-Canton International Forwarding
   Management, Secretarial

3. Akron Tire Supply Co.
   Management, Secretarial

4. American Metallizing
   Management, Shop personnel

5. Babcock & Wilcox Company
   Management, Secretarial, Other - Salesman, Project Managers, Engineers

6. Bearfoot Corporation
   Management, Secretarial

7. Cathedral of Tomorrow
   Management, translations

8. Chemstress Consultant Company
   Management, Secretarial

9. City Machine & Wheel Company
   Management (Sales Mgr.), Secretarial

10. Command Plastic Corporation
    Manufacture vinyl products

11. Cotter Moving & Storage
    Management, Secretarial

12. Crystalloid Manufacturer
    Management

13. Curtis Rasmussen Inc.
    Management

14. Eastern Airlines
    Agents

15. Emery Air Freight Corporation
    Import/Export Staff

16. Firestone International Company
    Management

17. First National Bank of Akron
    Management, Secretarial Staff

18. General Tire & Rubber Company
    Management, Tech. Professional

19. G.M.A.
    Management

20. Hale & Kullgren, Inc.
    Management, Secretarial Staff

21. Hilton Inn West
    Management

22. Jonethis Organization
    Management

23. Karder Machine Company
    Management, Secretarial Staff

24. M. A. Knight Company
    Management, Secretarial Staff

25. Meeker-Mayer
    Management

26. Myers Industries
    Management, Secretarial

27. NRM Corporation
    Technical

28. Oldham, Oldham, Hudak & Weber
    Executive, Management

29. PR Associates
    Management

30. William C. Sandwick & Associates
    Management, Secretarial

31. Schrader Automotive Products
    Management

32. Schrader Bellows
    Management, Secretarial, Salesmen

33. Set Products, Inc.
    Secretarial

34. Smithers Scientific Services
    Management, Secretarial

35. Terex Corporation
    Management, Secretarial

36. Tiger Corporation
    Management, Secretarial

37. Union Process, Inc.
    Management, Secretarial, Laboratory

38. U. S. Gasket & Shim
    Secretarial

III. Do you have anyone on your staff (executive or secretarial) whose bilingual ability was instrumental in his/her being hired?

Yes 12 No 28

If yes, please specify position(s).

1. Akron Tire Supply Company
   Salesman - Latin America

2. Fred Arbogast Company
   Yes (position not indicated)

3. Babcock & Wilcox
   License Agreement Adm. (2), Salesman (1)

4. Cathedral of Tomorrow
   Spanish, Portuguese, French translator

5. General Tire and Rubber Company
   Numerous expatriate positions

6. B. F. Goodrich Company
   Yes - International Finance positions

7. Myers Industries
   Yes, Documentation Clerk. Also a part-time H.S. student who handles order entry and filing

8. NRM Corporation
   Yes - Engineer, Marketing

9. Schrader Bellows
   Yes - Export Marketing

10. Smithers Scientific Services
    Yes - (position not given)

11. Terex Corporation
    Yes - Secretary and Parts Representative

12. Tiger Corporation
    Yes - V.P. and a Secretary

IV. Which language(s) -- if any -- would your personnel be likely to use? Please number in order of preference all that apply, with "1" being highest in priority.

Chinese	4.1	Japanese	2.8
French	2.07	Portuguese	3.4
German	2.0	Russian	6.0
Italian	2.9	Spanish	1.3

Other (please specify): Arabic (no rank given)

1. Accounting & Tax Associates, Inc.: Spanish (1)
2. Akron-Canton International Forwarding Co.: Spanish (1); German (2); French (3); Chinese (4)
3. Akron Tire Supply Co.: Spanish (1); German (2); Portuguese (3)
4. American Metallizing: French (1)
5. Fred Arbogast Co.: Spanish (1); French (2)
6. Babcock & Wilcox Co.: Chinese, German, Japanese, Spanish (all equal)
7. Bearfoot Corp.: French, German, Italian
8. Cathedral of Tomorrow: Portuguese (1); Spanish (2); French (3); Italian (4); Chinese (5)
9. Chemstress Consultant Co.: German (1); Chinese (2); Spanish (3); French (4)
10. City Machine & Wheel Co.: Spanish
11. Command Plastic Corp.: Spanish
12. Cotter Moving and Storage Co.: Spanish and French (equal)
13. Crystalloid Manufacturer: French, German (equal)
14. Curtis Rasmussen: German, Japanese (equal)
15. Eastern Airlines:Spanish (1); French (2); Portuguese (3); Japanese (4); German (5); Italian (6); Chinese (7); Russian (8)
16. Emery Air Freight Corp.: French (1); German (2); Italian (3); Japanese (4); Spanish (5); Portuguese (6); Chinese (7); Russian (8)
17. Firestone International Co.: Spanish (1); Portuguese (2); Italian (3); French (4)
18. First National Bank of Akron: Spanish (1); French (2); German (3); Italian (4)
19. General Tire & Rubber Co.: Spanish (1); Portuguese (2); French (3)
20. B. F. Goodrich Co.: Spanish (1); French (2); Japanese (3); Portuguese (4)
21. GMA: Spanish
22. Hale & Kullgren: Spanish (1); French (2); German (3)

23. Hilton Inn West: Spanish (1); French (2); German (3)

24. Jonethis Organization: French and Spanish (equal)

25. Karder Machine Co.: Spanish

26. M. A. Knight Co.: Spanish (1); German (2)

27. Meeker-Mayer: Spanish (1); German (2); Chinese (3); Japanese (4); French (5); Russian (6)

28. Myers Industries: Spanish (absolutely necessary) Any other language, a plus.

29. NRM Corporation: French, German, Italian

30. Oldham, Oldham, Hudak & Weber: German (1); French (2); Japanese (3)

31. PR Associates: French, Spanish

32. William C. Sandwick & Assoc.: Italian (1); German (2); French (3); Spanish (4)

33. Schrader Automotive Products: French (1); Spanish (2); German (3); Portuguese (4)

34. Schrader Bellows: Spanish (1); French (2); Italian (3); Japanese (4); German (5); Portuguese (6)

35. Set Products, Inc.: Japanese (1); Russian (2)

36. Smithers Scientific Services: German (1); Japanese (2); French (3); Chinese (4)

37. Terex Corp.: Spanish (1); German (2); French (3); Portuguese (3); Chinese (4)

38. Tiger Corp.: French, Spanish, Arabic

39. Union Process, Inc.: German (1); Japanese (1); Spanish (2)

40.U.S. Gasket & Shim: German (1); French (2); Italian (3)

V. What language skills (if any) would your personnel find most valuable?

Total command (reading, writing, speaking, understanding)	10
Oral communication	22
Business or Technical Emphasis	18
"Survival" only	1
Written translation	13

1. Accounting and Tax Associates, Inc.: oral communication
2. Akron-Canton International Forwarding Co.: oral communication, written translation
3. Akron Tire Supply Co.: Business or Technical, written translation
4. American Metallizing: reading, speaking, written translation
5. Fred Arbogast Co.: oral communication
6. Babcock & Wilcox Co.: total command, business or technical emphasis
7. Bearfoot Corp.: business, written translation
8. Cathedral of Tomorrow: business or technical, written translation
9. Chemstress Consultant Co.: technical, total command
10. City Machine & Wheel Co.: speaking, oral communication
11. Command Plastic Corp.: oral communication
12. Cotter Moving & Storage: reading, speaking, oral communication
13. Crystalloid Electronics: speaking, understanding, oral communication, business
14. Curtis Rasmussen, Inc.: reading, speaking
15. Eastern Airlines: oral communication
16. Emery Air Freight Corp.: written translation
17. Firestone International Co.: speaking, understanding, oral communication, business
18. First National Bank of Akron: written translation
19. General Tire & Rubber Co.: total command, oral communication, business or technical emphasis
20. B. F. Goodrich Co.: understanding, oral communication limited, survival
21. GMA: total command, business or technical emphasis
22. Hale & Kullgren: oral communication, business or technical emphasis
23. Hilton Inn West: oral communication
24. Jonethis Organization: writing, written translation
25. Karder Machine Co.: total command

26. M. A. Knight Co: total command

27. Meeker-Mayer: total command, oral communication, business or technical emphasis, written translation

28. Myers Industries: total command and conversational/interpretation/translation

29. NRM Corporation: business or technical, written translation

30. Oldham, Oldham, Hudak & Weber: reading, written translation (best if possible)

31. PR Associates: total command

32. William C. Sandwick & Assoc.: oral communication

33. Schrader Automotive Products: oral communication

34. Schrader Bellows: oral communication (Important), business or technical emphasis (Most important)

35. Set Products, Inc.: written translation

36. Smithers Scientific Services: oral communication, business

37. Terex Corporation: oral communication, business or technical emphasis, written translation

38. Tiger Corp.: reading, writing, speaking, oral communication, business or technical, written translation

39. Union Process Co.: oral communication

40. U. S. Gasket & Shim: business or technical

VI. Is your company/organization currently involved in a foreign market?

Yes 37 No 5

If yes, which language or languages are involved?

1. Akron-Canton International Forwarding Co: Spanish, German and French
2. Akron Tire Supply Co.: Latin America (Spanish), Germany/Austria (German)
3. American Metallizing: French(Canadian)
4. Babcock & Wilcox Co.: Chinese, Spanish, Italian, German
5. Cathedral of Tomorrow: Spanish (Chile, Paraguay),Portuguese (Brazil)
6. Chemstress Consultant Co.: Slightly in China
7. City Machine & Wheel Co.: infrequently, Spanish
8. Cotter Moving & Storage: English, occasionally French
9. Eastern Airlines, Spanish and French
10. Emery Air Freight Corp.: my company has markets in all major markets worldwide
11. Firestone International: International company, 26 countries
12. General Tire & Rubber Co.: Spanish, Portuguese and French
13. B. F. Goodrich Co.: Spanish, French, Japanese, Portuguese, Dutch, German, Chinese, Italian, most others. But we use mostly foreign nationals in those countries.
14. GMA: Spanish
15. Hale & Kullgren: French, Arabic, Turkish
16. Hilton Inn West: as a hotel all languages are encountered.
17. Jonethis Organization: French
18. Karde: Machine Co.: Spanish
19. M. A. Knight: Spanish, German
20. Meeker-Mayer: English
21. Myers Industries: Spanish primary; any other foreign language helpful.
22. Oldham, Oldham, Hudak & Weber: German, Japanese primarily.
23. PR Associates: Spanish
24. William C. Sandwick: Italian, German and a little French
25. Schrader Automotive Products: French, Brazilian, Indian, Dutch African, Hong Kong
26. Schrader Bellows: Spanish, French, Italian, Japanese, German
27. Set Products: many
28. Smithers Scientific Services: German, French, Italian, Spanish, Chinese, Japanese
29. Terex Corp: Spanish, German, French, Portuguese, Chinese
30. Tiger Corporation: Arabic, French, Italian
31. Union Process, Inc.: Japanese, German, Portuguese, Spanish
32. U. S. Gasket & Shim: very little, European
33. Touche Ross & Co.: yes, most all
34. Engineered Rubber Products: yes, English and pigeon English with a German background
35. Hand Tool Industries, Ravenna, OH: yes, mainly English
36. Banks & Co., Stow, OH: yes, English
37. Burt Mfg. Co., Akron, OH: yes, Chinese, Taiwan, however, correspondence is in English

REMARKS

1. First National Bank of Akron: We do not have any jobs available for language specialists and have only occasional need for this service.

2. Reuther Mold and Mfg. Company: We have a number of bi-lingual people here both in Mgt. and on the floor. We're doing business in Deutschland and will continue to do so. This is our strong foreign area. We do not require any type of instruction.

3. William C. Sandwick and Assoc.: When dealing with a foreign client, it is always helpful if personnel have a basic knowledge of the foreign language but not mandatory.

4. Schrader Automotive Products: All international operation located in Nashville, Tenn. No responsibility from this office.

5. Set Products, Inc.: Target language need is in technical translation.

6. Terex Corporation: We market our products worldwide.

7. Tiger Corp.: The citizens of most foreign countries speak one or two languages other than their native one. Since the U.S. is the leader of the Free World, it is ridiculous that most of our students (High School) have difficulty reading English.

8. Huber Co.: We have an international division in N.J.

9. Exxon Co., USA, Columbus, OH: Worldwide I'm sure our corporation has many foreign language speaking people. I have replied only for my sales force who work exclusively in Ohio and with Ohioans.

10. Hand Tool Industries, Ravenna, OH: We deal with Canadian and Australian market, and some European markets, but have not encountered a situation where customers did not speak English.

11. Dow Chemical Co., Strongsville, OH: Our office is merely a sales Headquarters for Dow Chemical USA. Any language needs are accomplished via our corporate headquarters in Michigan.

12. Kovatch Castings, Inc, Akron: Perhaps in the future, German would be helpful.

13. S. D. Myers, Inc., Cuyahoga Falls: Sorry we can't be of much help, we operate only in the U.S., Canada and occasionally the Bahamas.

14. Fruehauf Corp., Akron: This is a branch organization. Our International Division would answer the questions much differently. We have little or no use for a foreign language at this level.

15. Munroe Contracting Company, Cuyahoga Falls: We have several people who are bi-lingual but never have had the need for it and it <u>was</u> <u>not</u> part of the reason for employment.

16. Bache, Halsey, Stuart, Shields, Akron, Ohio: Bache has branch offices in England, France, Germany, Monaco, Spain, Switzerland, Hong Kong and Singapore. All offices are manned by local English speaking residents. Our home office in New York handles correspondence with these offices. (Investment brokers)

SUMMARY

Cincinnati Business Survey Results 1982

During the winter of 1982, the Ohio Modern Language Teachers Association mailed 500 questionnaires to international business and companies in the Greater Cincinnati area in an effort to find out whether knowledge of a second language was beneficial to their organization. The addresses were obtained from several publications put out by the Cincinnati Chamber of Commerce, from a pamphlet on National and International Corporations based in the Cincinnati area (April, 1981), and from the 1981 Greater Cincinnati Business and Industry Directory. Each letter included an introductory statement from Herman Oellerich, President of the Armco Corporation, stating the purpose of the survey and containing the survey instrument itself. It was hoped that by involving one of the major business leaders in this study, it would encourage a greater response on the part of all the businesses. Of the 500 letters sent, 153 responded--about 30% of the companies surveyed. This number is slightly higher for an initial first mailing than for other similar surveys.

Of the 153 surveys returned, 80 companies stated that knowledge of a foreign language was valuable for some or all of their personnel, while 73 responded negatively. Over 52% of the companies responding, therefore, reported that a second language was a definite asset. While the average response for the personnel who needed foreign language skills varied in number--from one to an average of two or three in most companies--there were some companies where the precise number exceeded 10 or more--the American Red Cross; the Comisar La Normandie Maisonette, Inc.; Dames and Moore; E.M.Science; the Hamilton Tool Co.; the Jung Corporation; LeBlond Makino Machine Tool Co.;

and Lodge and Shipley. Regretfully, some of the larger corporations in Cincinnati failed to return the questionnaire altogether.

The survey also asked which particular personnel in the organization would find it valuable to know a foreign language. The Management or Executive area ranked the highest--65 of the companies (81%) of those responding to the above question indicated that Management needed a knowledge of a foreign language. There were 34 of the companies (42%) which stated that it would be useful for the Secretarial or Stenographic staff to have foreign language skills. A number of companies said that, in addition to the Management and the Secretarial staff, foreign language was also needed in such areas as Marketing, Technical, Sales, and Engineering. For example, the American Red Cross indicated that language skills were needed for caseworkers and the disaster staff, the National Underwriter company mentioned the importance of language skills for the editorial staff, and the Comisar La Normandie Maisonette, Inc. pointed to their dining room personnel. The questionnaire asked specifically if someone had been hired for his or her bilingual ability. Only 28 companies responded affirmatively to this question (that is, about 35% of the companies responding indicated a need for language skills). Again these positions were usually in the Management or Secretarial areas, varying from bilingual secretaries to the Director or Manager of the Company. Included were import expeditors, a maitre d'hotel, engineers, field service personnel, manager-export operations, travel agents, and administrators and coordinators.

The survey also asked which language(s) their personnel would be likely to use and to rank them in order of preference. Spanish ranked first as the language needed most often (receiving 1.46 priority ranking), followed by

German (1.859), French (2.085), Japanese (2.968), and Italian (3.0). All of these languages were used by at least twenty-five or more companies--sixty companies mentioned Spanish, fifty-seven German, forty-seven French, thirty-two Japanese, and twenty-five Italian. The priority ratings of the other languages were in the following order: Portuguese 4.416; Chinese 6.33; Russian 6.57; and then Arabic, Vietnamese, Cambodian, Dutch, Swedish, and Hebrew. (Languages mentioned by less than five companies were not computed by priority rankings). The language skills used by the different personnel of each company indicated a strong need for oral communication and business or technical training. Many companies also indicated that they would like their personnel to have total command of the language (reading, writing, speaking, and understanding) and that there was a strong need for skills in written translation. Few companies indicated a need for survival skills only.

The last question of the survey asked whether or not the company or organization was currently involved in any foreign market trade. Sixty-five companies answered in the affirmative and eighty-six in the negative. While foreign language skills were definitely used in foreign trade, there are some companies who stated that their counterparts overseas did indeed speak English.

The Cincinnati survey has demonstrated convincingly that knowledge of a foreign language is an asset to large numbers of businesses and organizations in the Greater Cincinnati area. While many different employees use a foreign language, personnel in the Management and Secretarial areas are

primarily involved with these skills. A variety of languages are needed. Spanish is mentioned most often, followed by German, French, Japanese, and to a lesser extent Italian. The language skills used vary, but oral communication and business or technical skills are considered most important. Sixty-five of the companies surveyed are currently involved in foreign market trade, and most of them indicate a definite need for language skills. However, there are some companies who state that their trade can be done in English. The remarks attached by the companies responding vary to such an extent that it is difficult to make a general conclusion. Unfortunately, many of the companies who answered the questionnaire did not make any additional remarks or comments. For specific information about each question or listing by company, consult the attached survey results.

Judith A. Baughin
Ohio Modern Language Teachers Association
March 1982

I. Would your company (or organization) find it valuable for some or all of your personnel to know a foreign language? Please check one:

YES 80 NO 73

If yes, approximately how many individuals? (see listing)

1. AVCO International Services
   12011 Mosteller Road
   Cincinnati, OH 45241
   (6) R. L. Goosman, V.P-G.M.

2. Aero International Rep.
   4212 Airport Road
   Cincinnati, Ohio 45225
   Edward Tausch, V.P.

3. Al Naish Moving Co.
   3213 Madison Road
   Cincinnati, OH 45209
   (3) Steven Naish, Pres.

4. American Custom Metals
   P.O.Box 75180
   Cincinnati, Ohio 45275
   James Snider, Controller

5. American Laundry Machinery, Inc.
   5050 Section Avenue
   Cincinnati, Ohio 45212
   (4) T.J. Hyle, Jr., Pers. Mgr.

6. American Red Cross
   720 Sycamore Street
   Cincinnati, OH 45202
   (5-10) Paula McIntosh, Supv.

7. American Tool
   720 E. Second Street
   Cincinnati, Ohio 45202
   (1-4) T. L. Hilkert, Pres.

8. Anatrol Corp.
   11305 Reed Hartman
   Cincinnati, Ohio 45241
   (5) A. Nashif, Pres.

9. Aurora Casket Co., Inc.
   Aurora, Indiana 42001
   (4-5) Wm. D. Buckman, Jr., Pres.

10. Benihana of Tokyo
    50 Tri-County Pike
    Cincinnati, OH 45246
    Shigouin Matsuda, Mgr.

11. Bishopric Products
    4413 Kings Run Dr.
    (5%) Alvin Hucke, Pres.

12. Buck X-ray Access, Inc.
    Cincinnati, Ohio 45202
    (2-3) Chet A. Swanson, Pres.

13. Cambridge Tile Mfg. Co.
    145 Caldwell
    Cincinnati, Ohio 45215
    Darwin C. Yung, Pres.

14. Campbell-Hausfeld Div.
    100 Production Dr.
    Harrison, OH 45030
    (8) T. A. Patterson, Pres.

15. Carl O. Goettsch Co.
    2203 Carew Tower
    Cincinnati, Ohio 45202
    (7) Carl. O. Goettsch

16. The Cincinnati Cordage and Paper Co.
    P. O. Box 17125
    Cincinnati, Ohio 45217
    (1) J. F. Church, Jr., Pres.

17. Cincinnati Electronics
    2630 Glendale-Milford Road
    Cincinnati, Ohio 45241
    (4) D. G. Dwyre, Pres.

18. Cincinnati Floor Co., Inc.
    4785 Eastern Avenue
    Cincinnati, Ohio 45226
    (6) Leo P. Villari, Asst. to Pres.

19. Comisar La Normandie Maisonette, Inc.
    114 E. 6th Street
    Cincinnati, Ohio 45202
    (12-14) N. Lee Comisar, Ch. of Bd.

20. Connector Mfg. Co.
    1940 Losantiville Road
    Cincinnati, Ohio 45239
    (2) W. J. Boehm, Pres.

21. The Contemporary Arts Center
115 E. 5th Street
Cincinnati, Ohio 45202
(2-3) Robert Stearns, Dir.

22. Custom Motor Des. & Mfg., Inc.
2060 Waycross
Cincinnati, Ohio 45240
(3) Robert D. Flowers, Sr., Pres.

23. Dames & Moore
1150 W. 8th Street
Cincinnati, Ohio
(150-10%) Gary Simmons, Mgr.

24. Day Mixing Co.
4932 Beech St.
Cincinnati, Ohio 45212
(3-4) Terry Morgan, Pers.Mgr.

25. Dover Corp/OPW Div.
P. O. Box 40240
Cincinnati, Ohio 45240
(2) D. J. Purkrabek, Exp.Sales Mgr.

26. Drackett Co.
5020 Spring Grove Avenue
Cincinnati, Ohio 45232
Rudy Horvat, Pers. Mgr.

27. Durham Mfg. Co.
1260 W. Sharon
Cincinnati, Ohio 45218
(2-3) J. Wald, V.P.

28. E. M. Science
2909 Highland Avenue
Cincinnati, Ohio 45212
(5-10) Michael Mulligan, V.P.

29. E. W. Scripps Co.
1100 Central Trust Tower
Cincinnati, Ohio 45202

30. Eastern Machinery Co.
1000 Tennessee Avenue
Cincinnati, Ohio 45229
(1-2) Ron Wolf, Sales Mgr.

31. Empire Products, Inc.
10540 Chester Road
Cincinnati, Ohio 45215
(1) Robert Senior, Pres.

32. Ferguson Van Lines
3999 Erie Avenue
Cincinnati, Ohio 45208
(3-4) Charles A. Barker, Cert.Cons.

33. Gartner Burdick Bauer Nilsen
6703 Madison Road
Cincinnati, Ohio 45227
(3) J. Burdick, CEO

34. Gibson Greeting Cards, Inc.
2100 Section Road
Cincinnati, Ohio 45241
(1) Gar Brown, Pers. Dir.

35. Gold Medal Products Co.
1825 Freeman Avenue
Cincinnati, Ohio 45214
(1) David Evans, Pres.

36. Gordon B. Miller & Co.
138 E. Court St.
Cincinnati, Ohio 45202
(small value) J. C. Miller, Pres.

37. The Hamilton Tool Co.
Walnut at Ninth St.
Hamilton, Ohio 45011
(30) Fred Harding, Pres.

38. Hitachi Denshi America LTD
11250 Cornell Park Dr., Suite 206
Cincinnati, Ohio 45242
(2) R. Rooney, Oper. Mgr.

39. Husky Products, Inc.
7405 Industrial Road
Florence, KY 41042
Huey Parker, Dir. of Pers. Admin.

40. Ilsco Corp.
4730 Madison Road
Cincinnati, Ohio 45227
(5) D. Fitzgibbon, Pres.

41. Imperial Adhesives & Chem.
6315 Wiehe Road
Cincinnati, Ohio 45237
(3) Jerome Conrad, Chmn - CEO

42. Inmont Corp.
1720 Dana Avenue
Cincinnati, Ohio 45207
(1) R. A. Heitz, V.P.

43. Jas. E. Hough & Assoc.
3398 W. Galbraith Road
Cincinnati, Ohio 45239

44. Jerris-Mounds, Inc.
1000 Kieley Place
Cincinnati, Ohio 45217
(1 or 2) Jack Heines, Pres.

45. Jung Corp.
5801 Mariemont
Cincinnati, Ohio 45227
(10) Robt. Conway, Ch. of Bd.

46. Hunkar Laboratories, Inc.
7007 Valley Avenue
Cincinnati, Ohio 45244
Denes B. Hunkar, Pres.

47. Keebler Co.
1 Trade St.
Cincinnati, Ohio 45236
(2-3) J. J. Preman, Bakery Dir.

48. Kroger Company
1014 Vine Street
Cincinnati, Ohio 45202
(6) John Cornett, Sr. V.Pres.

49. LeBlond Makino Machine Tool Co.
Madison & Edwards Roads
Cincinnati, Ohio 45208
(12) Edward Silva, V.P.

50. The Lodge & Shipley Co.
3055 Colerain Avenue
Cincinnati, Ohio 45225
(10) Wm. L. Dolle, Jr., Pres.

51. Mechanicals, Inc.
8770 Reading Road
Cincinnati, Ohio 45215
(2-3) W. Bruce Fields, Pres.

52. Miami Margarine Co.
5226 Vine St.
Cincinnati, Ohio 45217
(2-3) Alex Szinnyey, Dir. Hum.Res.

53. National Billiard Mfg.
3956 Virginia Ave.
Cincinnati, Ohio 45214
(1-2) Wm. H. Gunklach, Export Mgr.

54. The National Underwriter Co.
2530 Spring Grove Avenue
Cincinnati, Ohio 45214
(6) B.P. McMackin, Jr., Pres.

55. Northlich, Stolley, Inc.
200 W. 4th St.
Cincinnati, Ohio 45202
(3) Alex Stolley, Pres.

56. Nutone Div., Scovill Mfg. Co.
Red Bank & Madison
Cincinnati, Ohio 45227
(6) Matt MacFadden, Dir.,Ind.Rel.

57. Page Plastics
925 Redna Terrace
Cincinnati, Ohio 45215
(1) J. Page, Pres.

58. PEDCO, Inc.
11499 Chester Road
Cincinnati, Ohio 45246
(5-10) M. L. Fowls, Pers. Dir.

59. Porter Precision Products
2734 Banning Road
Cincinnati, Ohio 45239
(2) D. J. Lionette, Chmn.

60. Price Y Cia, Inc.
925 Dixie Terminal Building
Cincinnati, Ohio 45202
(2) Thomas Price, Pres-Treas.

61. Provident Travel
218 Dixie Terminal Bldg.
Cincinnati, Ohio 45202
(as many as possible)
Nancy Heffner, Exec. V.P.

62. QCA Inc.
2832 Spring Grove Avenue
Cincinnati, Ohio 45225
(1) Edward R. Bosken, Pres.

63. Raphael Katzen Assoc. Int'l, Inc.
1050 Delta Avenue
Cincinnati, Ohio 45208
(6) Dr. Raphael Katzen, Pres.

64. Senco Products, Inc.
621 Wooster Pike
Cincinnati, Ohio 45174
(2-3) Charles Melville, V.P., Int'l Div.

65. SHV No. America Corp.
300 Pike St., P.O.Box 85331
Cincinnati, Ohio 45202
(5) David J. Joseph, Jr., Pres.

66. The Shepherd Chemical Co.
4900 Beech Street
Cincinnati, Ohio 45212
(1-5) John Shepherd, Pres.

67. Southern Ohio Bank
P.O. Box 1075
Cincinnati, Ohio 45201
(30%) Louis Seta, V.P. Mgr., Int'l Dept.

68. Standard Textile Co.
1 Knollcrest Drive
Cincinnati, Ohio 45237
(6) Paul Heiman, Pres.

69. SteelCraft
9017 Blue Ash Road
Cincinnati, Ohio 45242
H. T. Smith, Pres.

70. Stewart Industries, Inc.
7234 Blue Ash Road
Cincinnati, Ohio 45236
(4) W. Roderick Stewart, CEO

71. Structural Dynamics Research Corp.
2000 Eastman Drive
Milford, Ohio 45242
(30-50%) Howard Poester, Dir.Hum.Res.

72. United Air Specialists
4440 Creek Road
Cincinnati, Ohio 45242
(1-2) D. G. Rorie, Pres.

73. U. S. Drill Head Co.
5298 River Road
Cincinnati, Ohio 45233
(1) John J. Cerimele, Off. Mgr.

74. Wadsworth Electric Mfg. Co., Inc.
20-34 W. 11th St.
Covington, KY 41012

75. Wampfler, Inc.
8091 Production Drive
Florence, KY 41042
(3) Karl J. Guder, Pres.

76. Weir-Kilby
5038 Beech Street
Cincinnati, Ohio 45212
(3-4) L. L. Tameling, Genl. Mgr.

77. Welco Industries, Inc.
9027 Shell Road
Cincinnati, Ohio 45242
(1-2) W. D. Augspurger, Pers.Dir.

78. Wolf Machine Co.
5570 Creek Road
Cincinnati, Ohio 45242
(2) J. T. Block, Pres.

79. XOMOX Corp.
4444 Cooper Road
Cincinnati, Ohio 45242
(1) Russell S. Adams, Corp.Dir.
(Admin./Hum.Res.)

80. XTEK, Inc.
211 Township Avenue
Cincinnati, Ohio 45216
(4) J. C. Schnorbus, Mgr., Int'l. Div.

II. Which personnel would find it valuable to know a foreign language?

Management or Executive		65
Secretarial or stenographic Staff		34
Other (please specify) See listings	Marketing	3
	Technical	4
	Sales	16
	Engineer	9

1. AVCO International Services
   Management, Marketing

2. Aero International Rep.
   Management, Secretarial

3. Al Naish Moving Co.
   Management

4. American Custom Metals
   Management, Import Dept.

5. American Laundrey Machinery, Inc.
   Int'l Sales Mgr., Parts and Machinery order entry analyst

6. American Red Cross
   Caseworkers, Disaster Staff

7. American Tool
   Management

8. Anatrol Corp.
   Management, Secretarial

9. Aurora Casket Co., Inc.
   Management, Sales

10. Benihana of Tokyo
    Management

11. Bishopric Products
    Management, Sales, Engineers

12. Buck X-ray Access, Inc.
    Management

13. Cambridge Tile Mfg. Co.
    Management, Secretarial

14. Campbell-Hausfeld
    Management

15. Carl O. Goettsch Co.
    Management, Secretarial

16. The Cincinnati Cordage and Paper Co.
    Management

17. Cincinnati Electronics
Management, Secretarial, Sales

18. Cincinnati Floor Co., Inc.
Management, Secretarial

19. Comisar Le Normandie Maisonette, Inc.
Management, Dining room personnel

20. Connector Mfg. Co.
Management

21. The Contemporary Arts Center
Management

22. Custom Motor Design & Mfg., Inc.
Management

23. Dames & Moore
Management, Technical Staff

24. Day Mixing Co.
Secretarial, Engineers, Sales

25. Dosimeter Corp.
Marketing Staff

26. Dover Corp/OPW Div.
Management, Secretarial, Export Documentation Clerk

27. Drackett Co.
Manufacturing Line Mgrs.

28. Durham Mfg., Co.
Management, Secretarial, Engineers

29. EM Science
Management, Secretarial, Technical

30. Eastern Machinery Co.
Management, Service Personnel (technical)

31. Empire Products, Inc.
Sales

32. Ferguson Van Lines
Sales

33. Gartner, Burdick, Bauer, Nilsen
Management, Secretarial

34. Gibson Greeting Cards, Inc.
Management

35. Gold Medal Products Co.
Management, Secretarial

36. Gordon B. Miller & Co.
Sales Mgr.

37. The Hamilton Tool Co.
Management, Road service engineers

38. Hitachi Denshi America LTD
Management, Engineers

39. Huskey Products, Inc.
Management, Secretarial

40. Ilsco Corp.
Management, Secretarial

41. Imperial Adhesives and Chemical
Management, Secretarial

42. Inmont Corp.
Technical Group

43. Jas. E. Hough & Assoc.
Project Engineer

44. Jerris-Mounds, Inc.
Management, Secretarial

45. Jung Corp.
Management, Secretarial

46. Hunkar Laboratories, Inc.
Management, Marketing, Int'l Sales

47. Keebler Co.
Management, Engineers

48. Kroger Co.
Management

49. LeBlond Makino Machine Tool Co.
Management, Secretarial

50. The Lodge & Shipley Co.
Management

51. Mechanicals, Inc.
Management

52. Miami Margarine Co.
Management, Sales

53. National Billiard Mfg.
Management, Secretarial

54. Northlich, Stolley, Inc.
Management

55. Nutone Div., Scovill Mfg. Co.
Management, Secretarial

56. Page Plastics
Management

57. PEDCO., Inc.
Management, Secretarial, Technical

58. Porter Precision Products
Management, Secretarial

59. Price Y Cia, Inc.
Management, Secretarial

60. Provident Travel
Management, Secretarial, Sales Agents

61. QCA Inc.
Management

61. Raphael Katzen Assoc. Int'l Inc.
Management, Engineers

62. SENCO Products, Inc.
Management, Secretarial

63. SHV No. America Corp.
Management, Secretarial, Trading

64. The Shepherd Chemical Co.
Management, Sales

65. Southern Ohio Bank
Clerical, Supervisory

66. Standard Textile Co.
Management, Secretarial

67. Steelcraft
Sales

68. Stewart Industries, Inc.
Management, Secretarial, Sales

69. Structural Dynamics Research Corp.
Management, Secretarial, Engineers

70. United Air Specialists
Management

71. U. S. Drill Head Co.
Secretarial

72. Wadsworth Electric Mfg. Co., Inc.
Secretarial

73. Wampfler, Inc.
Management, Secretarial

74. Weir-Kilby
Management, Sales

75. Welco Industries, Inc.
Management

76. Wolf Machine Co.
Management

77. XOMOX Corp.
Management, Secretarial

78. XTEK, Inc.
Management, Secretarial

III. Do you have anyone on your staff (executive or secretarial) whose bilingual ability was instrumental in his/her being hired?

YES 28 NO 123

If yes, please specify position(s).

1. AVCO International Services
   Director, International Marketing

2. Aero International Rep.
   (position not indicated)

3. American Custom Metals
   Import Expeditor

4. American Laundry Machinery, Inc.
   International Sales Manager

5. Benihana of Tokyo
   Waitress, Manager, Assistant Manager

6. C. M. Paula Co.
   (position not indicated)

7. Carl O. Goettsch Co.
   Secretary

8. Comisar La Normandie Maisonette, Inc.
   Maitre d'Hotel

9. Custom Motor Design & Mfg., Inc.
   (position not indicated)

10. Didier-Taylor Refractories Corp.
    Secretary

11. Dover Corp./OPW Div.
    Assistant Manager, International Sales

12. Hitachi Denshi America LTD
    Engineer

12. Jung Corp.
    International Manager, Secretary

13. Hunkar Laboratories, Inc.
    International Sales Manager

14. Kroger Co., International Div.
    (position not indicated)

15. Le Blond Makino Machine Tool Co.
    Field Service

16. The Lodge & Shipley Co.
(position not indicated)

17. Nutone Div., Scovill Mfg. Co.
Manager-Export, Sales

18. Price Y Cia, Inc.
Secretary

19. Provident Travel
Travel Agent

20. SENCO Products, Inc.
Secretary, Executive

21. SHV No. America Corp.
Manager, Secretary

22. Standard Textile Co.
International Sales Manager, Sales Executive

23. Structural Dynamics Research Corp.
Secretary

24. Wadsworth Electric Mfg. Co., Inc.
Personnel Manager

25. Wampfler, Inc.
President

26. XOMOX Corp.
(position not indicated)

27. XTEK, Inc.
Manager, Administrator, Coordinators

IV. Which languages(s) -- if any -- would your personnel be likely to use? Please number in order of preference all that apply, with "1" being highest in priority.

Chinese	6.33	Japanese	2.968
French	2.085	Portuguese	4.416
German	1.854	Russian	6.57
Italian	3.0	Spanish	1.46
Other (please specify):		3 times or less -	Arabic, Vietnamese, Cambodian, Dutch, Swedish, Hebrew.

1. AVCO International Services: Spanish (1); Arabic (2)
2. Aero International Rep.: French (1); Spanish (2); Japanese (3)
3. Al Naish Moving Co.: German (1); Japanese (2); French (3); Spanish (4)
4. American Custom Metals: German (1)
5. American Laundry Machinery, Inc.: Spanish, German, French - no rank given
6. American Red Cross: Spanish (1); French (2); Vietnamese (3); Cambodian (4)
7. American Tool: German (1); Spanish (2); French (3)
8. Anatrol Corp.: German Japanese (1); French, Spanish (2); Italian, Russian, Chinese (3); Portuguese (4)
9. Aurora Casket Co., Inc.: Spanish (1)
10. Benihana of Tokyo: Japanese (1)
11. Bishopric Products: Spanish (1)
12. Buck X-Ray Access, Inc.: Spanish (1); German (2); French (3)
13. Cambridge Tile Mfg. Co.: Spanish (1); Italian (2); Japanese (3)
14. Campbell Hausfeld Div.: Japanese (1); French (2); German (3)
15. Carl O. Goettsch Co.: Spanish (1); German (2); French (3); Italian (4); Swedish (5); Portuguese (6)
16. The Cincinnati Cordage and Paper Co.: Spanish (1); French (2); German (3); Japanese (4)
17. Cincinnati Electronics: Spanish (1)
18. Cincinnati Floor Co., Inc.: German (1); Italian (2); French (3)
19. Comisar La Normandie Maisonette, Inc.: French (1); German (2); Japanese (3); Italian (4)
20. Connector Mfg. Co. Spanish (1); German (2); French (3)

21. The Contemporary Arts Center: French (1); German (2); Italian (3)

22. Custom Motor Design Motor Mfg., Inc.: German (1); Japanese (2)

23. Day Mixing Co.: German (1); Spanish (2)

24. Dosimeter Corp.: French (1); German (2); Spanish (3); Italian (4)

25. Dover Corp./OPW Div.: Spanish (1)

26. Drackett Co.: Spanish (1)

27. Durham Mfg. Co.: Spanish (1); French (2); German (3); Japanese (4)

28. EM Science: German (1)

29. Eastern Machinery Co.: Spanish (1); German (2); Swedish (3)

30. Empire Products, Inc.: Spanish (1); French (2)

31. Ferguson Van Lines: Spanish (1); German (2); Japanese (3); French (4)

32. Gartner Burdick Bauer Nilsen: Spanish (1); German (2)

33. Gibson Greeting Cards, Inc.: Spanish (1)

34. Gold Medal Products Co.: Spanish (1); German (2); French (3); Italian (4); Japanese (5); Portuguese (6); Chinese (7); Russian (8)

35. Gordon B. Miller & Co.: Spanish (1)

36. The Hamilton Tool Co.: German (1); French (2); Italian (3); Spanish (4)

37. Hitachi Denshi America LTD: English (1); Japanese (2)

38. Husky Products, Inc.: Spanish (1); Italian (2); Arabic (3); German (4); French (5); Japanese (6); Russian (7)

39. Ilsco Corp.: Spanish (1); French (2); German (3); Italian (4); Japanese (5)

40. Imperial Adhesives and Chemical: Spanish (1); German (2); Italian (3); Japanese (4); French (5); Portuguese (6); Chinese (7); Russian (8)

41. Inmont Corp.: Spanish (1)

42. Jas E. Hough & Assoc.: German (1); French (2); Italian (3)

43. Jerris-Mounds, Inc.: Spanish (1); French (2); Italian (3); German (4)

44. Jung Corp.: Spanish (1); German (3); Japanese (3); French (4); Italian (5); Portuguese (6); Russian (7); Chinese (8)

45. Keebler Co.: German (1); Spanish (2); Portuguese (3)

46. Kroger Co.: Japanese (1); Spanish (2)

47. Hunkar Laboratories, Inc.: German (1); Japanese (2)

48. LeBlond Makino Machine Tool Co.: Japanese (1)

49. The Lodge & Shipley Co.: French (1); German (2); Spanish (3)

50. Mechanicals, Inc.: German (1)

51. Miami Margarine Co.: Spanish (1); German, Italian (2); Arabic (3)

52. National Billiard Mfg.: Spanish (1); Italian (2); French, German (3)

53. The National Underwriter Co.: French (1); German (2); Japanese (3); Spanish (4)

54. Northlich, Stolley, Inc.: French (1); German (2)

55. Nutone Div., Scovill Mfg. Co.: French, German, Italian, Spanish - no rank given

56. Page Plastics: Spanish (1); French (2); Italian (3); German (4); Japanese (5); Russian (6); Portuguese (7); Chinese (8)

57. PED Co., Inc.: Spanish (1); Portuguese (2); German (3)

58. Porter Precision Products: French (1); Spanish (2); German (3); Italian (4); Japanese (5)

59. Price Y Cia, Inc.: Portuguese (1); Spanish (2)

60. Raphael Katzen Assoc. Int'l, Inc.: Spanish (1); French (2); German (3); Portuguese (4); Japanese (5)

61. SENCO Products, Inc.: French, German, Italian, Japanese, Spanish - no rank given

62. SHV No. America Cop.: Dutch (1); Spanish (2)

63. The Shepherd Chemical Co.: French (1); German (2); Japanese (3)

64. Southern Ohio Bank: French (1); German (2); Italian (3); Japanese (4); Spanish (5)

65. Standard Textile Co.: German (1); Hebrew (2); French (3); Dutch (4)

66. SteelCraft: French (1); Spanish (2); German (3); Japanese (4); Chinese (5); Portuguese (6); Russian (7); Italian (8)

67. Stewart Industries, Inc.: French, German, Italian, Spanish - no rank given

68. Stuctural Dynamics Research Corp.: German (1); French (2); Japanese (3)

69. United Air Specialists: German, Spanish, Japanese - no rank given

70. U.S. Drill Head Co.: Spanish (1); French (2); German (3)

71. Wadsworth Electric Mfg. Co., Inc.: Spanish (1); French (2); German (3)

72. Wampfler, Inc.: German (1); Japanese (2); Italian (3)

73. Weir-Kilby: Spanish (1); Portuguese (2)

74. Welco Industries, Inc.: French (1); Spanish (2)

75. Wolf Machine Co.: Spanish (1); German (2)

76. XOMOX Corp.: German (1); Spanish (2); Japanese (3); French (4)

77. XTEK, Inc.: French, German, Italian, Spanish - no rank given

78. QCA, Inc.: Spanish (1); French (2); German (3)

V. What language skills (if any) would your personnel find most valuable?

Total Command (reading, writing, speaking, understanding)	34
Oral Communication	45
Business or Technical Emphasis	42
"Survival" only	5
Written translation	30

1. AVCO International Services: Oral Communication, business or technical emphasis, written translation

2. Aero International Rep.: Oral Communication

3. Al Naish Moving Co.: Oral communication, written translation

4. American Custom Metals: Reading, speaking

5. American Laundy Machinery, Inc.: Total Command

6. American Red Cross: Oral communication, written translation

7. American Tool: Oral communication, business or technical emphasis

8. Anatrol Corp.: Total Command

9. Aurora Casket Co., Inc.: Oral communication, written translation

10. Benihana of Tokyo: Speaking

11. Bishopric Products: Speaking, Technical Emphasis

12. Buck X-Ray Access, Inc.: Total command, business or technical emphasis, written translation

13. Cambridge Tile Mfg. Co.: Oral communication, survival

14. Campbell-Hausfeld Div.: Oral communication, business or technical emphasis

15. Carl O. Goettsch Co.: Total command, oral communication, business or technical emphasis, written translation

16. The Cincinnati Cordage and Paper Co.: Oral communication

17. Cincinnati Electronics: Business or technical emphasis, written translation, total command

18. Cincinnati Floor Co., Inc.: Oral communication, business or technical emphasis, written translation

19. Comisar La Normandie Maisonette, Inc.: Oral communication

20. Connector Mfg. Co.: Oral communication

21. The Contemporary Arts Center: Total command, business or technical emphasis

22. Custom Motor Design & Mfg., Inc.: Total command, business or technical emphasis, written translation

23. Dames & Moore: Speaking, understanding, oral communication, business or technical emphasis

24. Day Mixing Co.: Business or technical emphasis

25. Dosimeter Corp.: Written translation, oral communication, business or technical emphasis

26. Dover Corp./OPW Div.: Business or technical emphasis, written translation

27. Drackett Co.: Oral communication, written translation, survival, business or technical emphasis

28. Durham Mfg. Co.: Total command, written translation, business or technical emphasis, oral communication

29. E. M. Science: Total command

30. Eastern Machinery Co.: Business or technical emphasis, oral communication, total command

31. Empire Products, Inc.: Total command, business or technical emphasis

32. Ferguson Van Lines: Oral communication

33. Gartner Burdick Bauer Nilsen: Total command, oral communication

34. Gibson Greeting Cards,Inc.: Reading, writing, written translation

35. Gold Medal Products Co.: Business or technical emphasis, written translation

36. Gordon B. Miller & Co.: Oral communication

37. The Hamilton Tool Co.: Oral communication, business or technical emphasis, survival

38. Hitachi Denshi America LTD: Speaking, understanding, oral communication, business or technical emphasis

39. Husky Products, Inc.: Total command

40. Ilsco Corp.: Total command, oral communication, business or technical emphasis

41. Imperial Adhesives and Chemical: Total command, written translation (in lab)

42. Inmont Corp.: Oral communication, business or technical emphasis

43. Jas. E. Hough & Assoc.: Business or technical emphasis, reading

44. Jerris-Mounds, Inc.: Total command, Oral Communication, written translation

45. Jung Corp.: Total command

46. Hunkar Laboratories, Inc.: Oral communication, business or technical emphasis

47. Keebler Co.: Oral communication, written translation

48. Kroger Co.: Total command, Oral communication, Business

49. LeBlond Makino Machine tool Co.: Total command, survival

50. The Lodge & Shipley Co.: Total command, oral communications, business or technical emphasis, survival

51. Mechanicals, Inc.: Total command, oral communications

52. Miami Margarine Co.: Oral communication, business or technical emphasis

53. National Billiard Mfg.: Total command, written translation

54. The National Underwriter Co.: Business or technical emphasis, written translation

55. Northlich, Stolley, Inc.: Oral communication, business or technical emphasis

56. Nutone Div., Scovill Mfg. Co.: Oral communication, business or technical emphasis

57. Page Plastics: Reading

58. PEDCo, Inc.: Oral communication, business or technical emphasis, written translation

59. Porter Precision Products: Total Command, business or technical emphasis, written translation

60. Price Y Cia, Inc.: Total command, Oral communication, business or technical emphasis, written translation

61. Provident Travel: Reading, speaking, "travel" communication, survival

62. QCA, Inc.: Oral communication

63. Raphael Katzen Assoc. Int'l, Inc.: Oral communication, business or technical emphasis, written translation

64. SENCO Products, Inc.: Oral communication, business or technical emphasis, written translation

65. SHV No. America Corp.: Total command

66. The Shepherd Chemical Co.: Total command, oral communication

67. Southern Ohio Bank: Total command

68. Standard Textile Co.: Total command, oral communication, business or technical emphasis, written translation

69. SteelCraft: Total Command

70. Stewart Industries, Inc.: Total command, oral communication, written translation

71. Structural Dynamics Research Corp.: Oral communication, business or technical emphasis, total command

72. United Air Specialists: Speaking, understanding, oral communication, survival

73. U.S. Drill Head Co.: Total command

74. Wadsworth Electric Mfg. Co., Inc.: Reading, writing, written translation

75. Wampfler, Inc.: Total command

76. Weir-Kilby: Business or technical emphasis

77. Welco Industries, Inc.: Business or technical emphasis, written translation

78. Wolf Machine Co.: Speaking, reading

79. XOMOX Corp.: Business or technical emphasis, written translation

80. XTEK, Inc.: Total command, oral communication, business or technical emphasis, written translation

VI. Is your company/organization currently involved in a foreign market?

YES 65 NO 86

If yes, which language or languages are involved:

1. Aero International Rep.: French
2. Al Naish Moving Co.: German, Japanese, French
3. American Custom Metals: German
4. American Laundry Machinery, Inc.: French, German, Spanish
5. Anatrol Corp.: Spanish, German
6. Astro Container Co.: German
7. Aurora Casket Co., Inc.: Spanish
8. Bishopric Products: Spanish
9. C. M. Paula Co.: Japanese, Spanish, German
10. Cambridge Tile Mfg. Co.: English
11. Campbell-Hausfeld Div.: Japanese
12. Carl O. Goettsch Co.: Spanish, German, French, Swedish, Portuguese
13. The Ceramic Coating Co.: German, Japanese
14. The Cincinnati Cordage and Paper Co.: English
15. Connector Mfg. Co.: Spanish
16. Cindus Corp: Multinational
17. The Contemporary Arts Center: French, German, Italian
18. Custom Motor Design & Mfg., Inc.: German
19. Dames & Moore: Multinational
20. Day Mixing Co.: Spanish, Portuguese
21. Didier-Taylor Refractories Corp.: French, German, Spanish
22. Dosimeter Corp.: French, German, Spanish, Italian, Japanese, Chinese
23. Durham Mfg. Co.: Spanish, German, French, Japanese
24. Durkee Famous Foods: English only
25. Empire Products, Inc.: Spanish, French
26. Ferguson Van Lines: Spanish
27. Gibson Greeting Cards,Inc.: Spanish
28. The Hamilton Tool Co.: German, French, Italian, Spanish
29. Husky Products, Inc.: Spanish
30. Ilsco Corp.: Spanish, French
31. Imperial Adhesives and Chemical: Spanish, German
32. Inmont Corp.: Spanish
33. Jerris-Mounds, Inc.: Spanish, French, Italian, German
34. Jung Corp.: Multinational
35. Hunkar Laboratories, Inc.: German, Japanese, Italian
36. Keeber Co.: International Market
37. Kroger Co.: Japanese, Spanish
38. LeBlond Makino Machine Tool Co.: Japanese
39. The Lodge & Shipley Co.: No language given
40. Mechanicals, Inc.: German
41. Miami Margarine Co.: Spanish, Arabic
42. National Billiard Co.: Spanish
43. Northlich, Stolley, Inc.: German, French, Italian, Swedish, English
44. Nutone Div., Scovill Mfg. Co.: Spanish, French, German, Italian
45. OKI Supply Co.: English
46. Page Plastics: Spanish, Arabic
47. PEDCo., Inc.: Spanish
48. Price Y Cia, Inc.: Spanish
49. Provident Travel: French, German, Spanish, Italian
50. SENCO Products, Inc.: French, German, Italian, Japanese, Spanish

51. Setco Industries, Inc.: Spanish
52. The Shepherd Chemical Co.: German, French, Japanese, Spanish
53. Siemens-Allis, Inc.: English
54. Southern Ohio Bank: French, German, Italian, Japanese, Spanish
55. Standard Textile Co.: German, Hebrew, French, Dutch
56. SteelCraft: French, Spanish, German, Japanese, Chinese
57. Stewart Industries, Inc.: German, Italian, French, Japanese
58. U. S. Drill Head Co.: Spanish (limited)
59. Wadsworth Electric Mfg. Co., Inc.: Spanish
60. Wampfler, Inc.: German, Japanese, Italian
61. Weir-Kilby: Spanish
62. Wolf Machine Co.: Multinational
63. XOMOX Corp.: No Language given
64. XTEK, Inc.: German, Italian, Spanish, French
65. Buck X-ray Access, Inc.: Spanish

REMARKS

1. C. M. Paula Co.: The majority of our foreign contacts communicate in English. Translation services are used in the few cases where necessary. We only do about 5% of our business overseas and do not actively pursue expansion.

2. Imperial Adhesives and Chemical: We operate a plant in Puerto Rico. Fortunately, they speak fair English. It would be helpful if we could communicate at some levels in Spanish. German and Japanese are important for scientific papers. Italian for our dealings with our shoe business. We are a part of U. S. Shoe.

3. Provident Travel: I personally feel the ability to communicate in a foreign tongue to be useful in business as well as personal communication. Our inability as a country to require the knowledge of a second language puts us in the Dark Ages by comparison to Western European nations.

4. Cindus Corp.: Most companies deal through an export agency as we do. They supply all the expertise needed for a fee which is reasonable. Only very large concerns with much export-import activity can afford in-house staff.

5. The National Underwriter Co.: We are publishers of news and technical information for the insurance world and that of risk management. That activity is becoming more international and some of our executives and editors are being brought into more frequent contact with insurance people of other nations. (I am personally involved in the Board of Governors of Internation Insurance Seminars.) To our regret, it is usually possible to participate in international meetings without benefit of a second tongue. I am sure it does not enhance our position to do so.

6. The C. Schmidt Co.: Even though we have no use for it in our business at the present time, I believe it should still be a college entrance requirement to have foreign language credits. I guess at this point either Spanish or Japanese. I think it used to be Latin or French.

7. Inmont Corp.: We have no real needs in this area. It would be of benefit but not necessary for the one individual involved.

8. American Red Cross: We are a volunteer organization engaged in social/emergency service and health education. Foreign languages are valuable to us in communicating with clients and disaster victims. In some instances, personnel have been sent on special assignment to areas where Spanish is spoken.

9. Progress Apparel, Inc.: I do have some language problems with oriental immigrants (Thai, Vietnamese) who do not speak English.

10. Pease Co.: Languages are beneficial to fully comprehend English - especially Latin and French.

11. The Lodge and Shipley Co.: We are quite satisfied with the private services available in language instruction.

12. Clifton Shirt Co.: I think languages should be required for High School graduation or at a minimum for admission to college. Proficiency should be required for college graduation.

13. Ceramic Coating Co.: Most foreign businesses are staffed with people who speak English. No problems are evident. Does not justify hiring people specifically for language abilities.

14. Dualite, Inc.: Our only association with foreign markets is to ship occasional units overseas at our customers' directions.

15. F. & F. Koenigkramer: From my prior experience, foreign languages are more valuable when non-English speaking employees are in the plant. As for conducting export businesses, I have found them less meaningful because business is conducted in so very many countries that one would have to know "too many" to make it practical. Over the years, I would guess that a knowledge (beyond basics) of German, possibly French and possibly Japanese would have been most helpful in export and Spanish in running a plant. The Spanish was more useful on the East coast than it would be here.

16. Gold Medal Products: Knowledge of foreign languages is not as important as it once was. Most international companies dealing with Americans are very fluent in English.

17. Stewart Industries, Inc.: We export through 23 foreigh distributors - oral communication is vital at conventions and equipment shows. When we exhibit at shows such as Drupa 82 in Dusseldorf, we must hire two translators for 18 days in Germany because all our distributors throughout the world will be there.

18. Day Mixing Co.: In dealing with South American customers we cannot find translatros with chemical/engineering fluency in both Spanish and English.

19. Buck X-Ray Access, Inc,: While it would be "useful" to have the language knowledge "in-house", we do not have this at a high priority. There are 3 reasons: a. The % of our business affected is low. b. We have successfully used intermediaries (distributors) for transactions in "foreign" countries. c. There is increasing use of an understanding of English as an international business language. We ought to do all we can to encourage more us of the most common business language (English) on a worldwide basis.

20. United States Drill Head Co.: We are a small company. Our foreign business is very limited, but we will be trying to get into the Mexican market sometime in the future.

21. American Custom Metals: We are a privately owned corporation with the majority of our stock owned by a German corporation.

22. Gibson Greeting Cards,Inc.: We have used employees to translate letters from Spanish. French would also be useful.